

Dallas

OCTOBER • 1960



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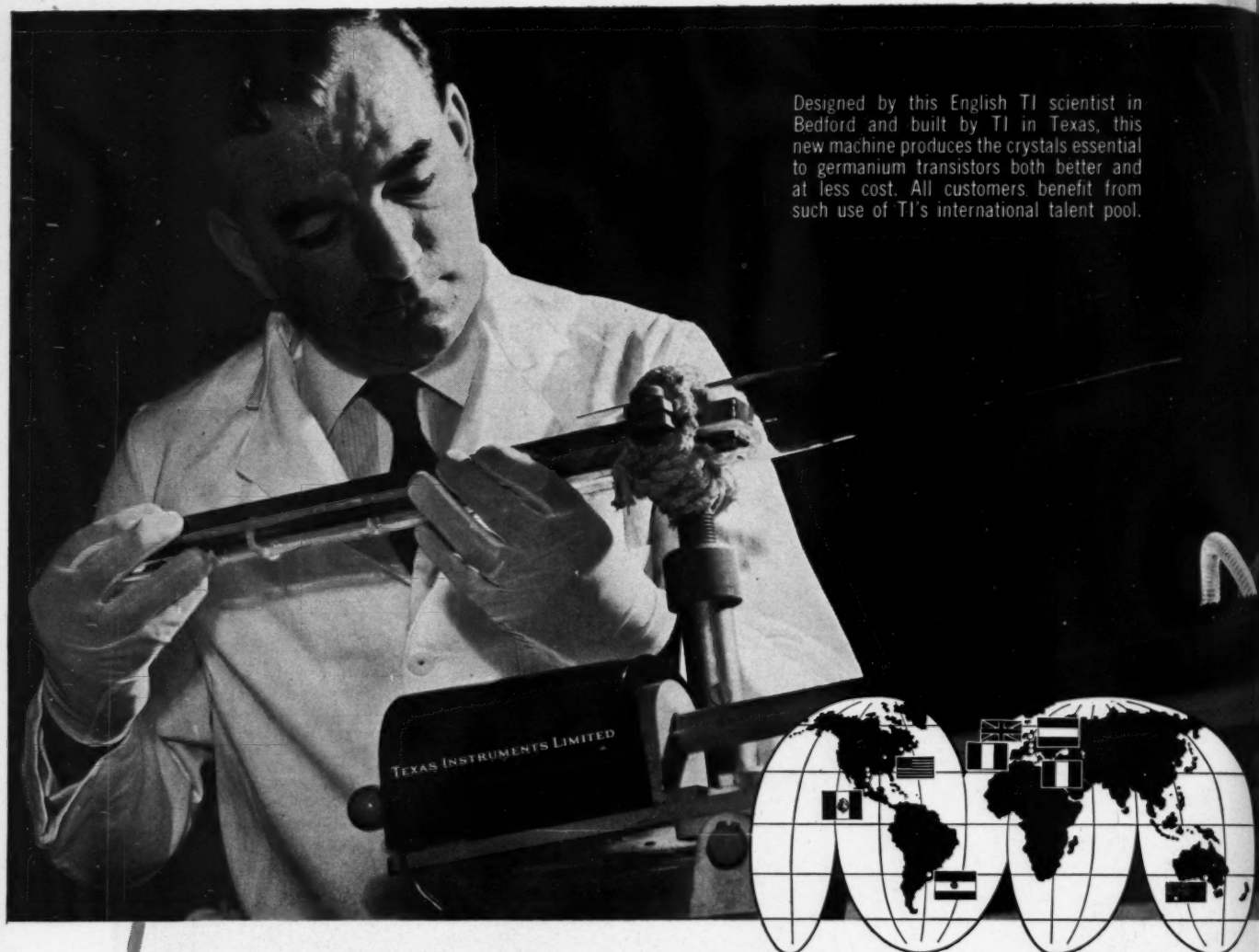
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An aerial photograph of a city, likely Dallas, Texas, showing a dense urban landscape with numerous skyscrapers and buildings. In the foreground, a large, rectangular, light-colored industrial building, identified as Alford's warehouse, is visible. The building has a flat roof and is surrounded by parking lots and access roads. The city skyline extends into the background, with hills visible in the distance.

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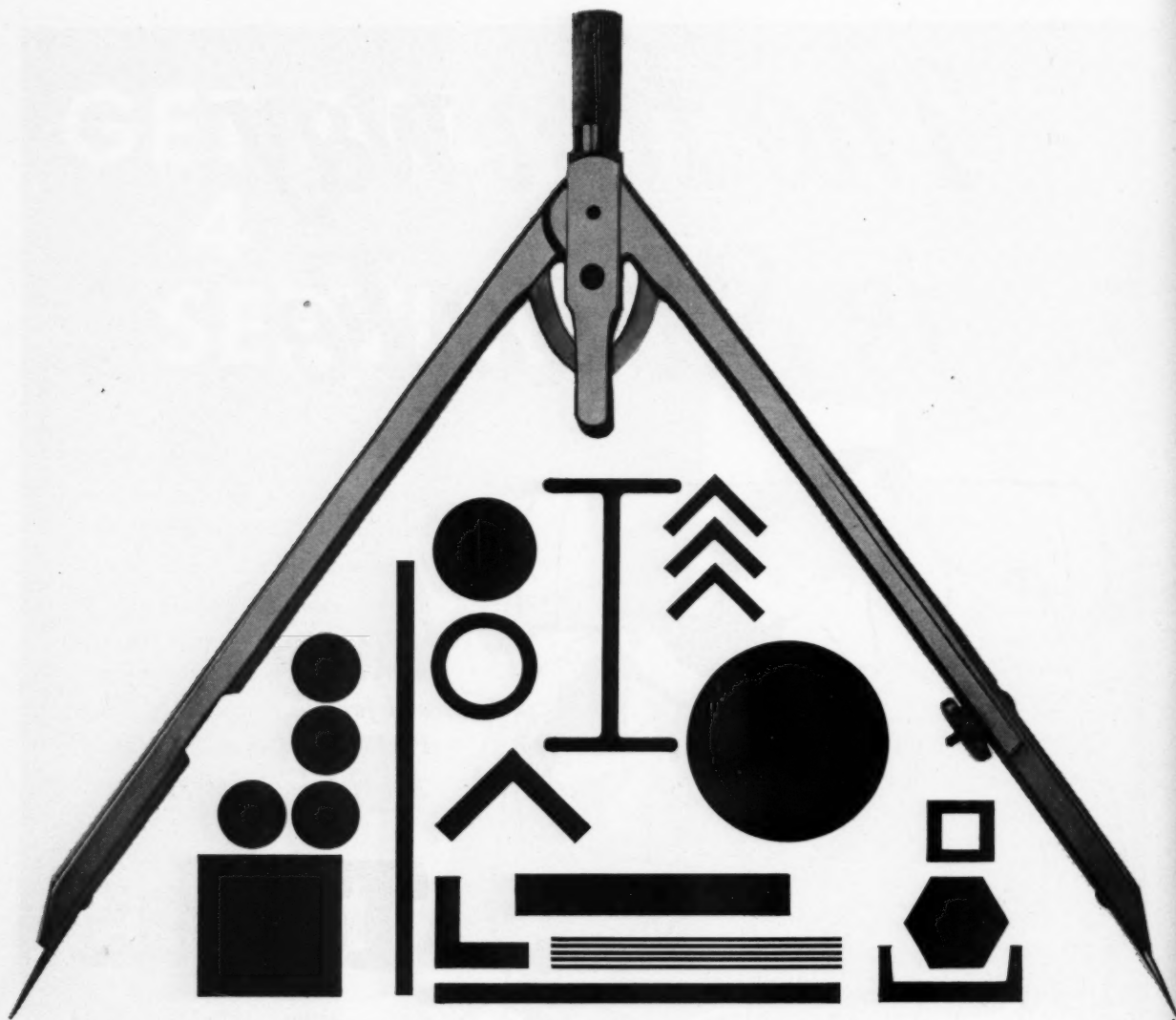
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Dallas *Pioneers*



Established

1857 Sanger Bros.
in Texas
Opened Dallas Store in 1872

1869 The Schoellkopf
Company
Manufacturers and
Wholesale Distributors

1872 Dallas Transit
Company
City Bus Transportation

1875 Dallas Transfer &
Term. Whse. Co.
Warehousing, Transportation,
and Distribution

1875 First National
Bank in Dallas
Banking

1878 National Bank
of Commerce
Banking

1884 The Dorsey
Company
Printers — Lithographers
Stationers — Office Furniture

1889 J. W. Lindsley
& Company
Real Estate and Insurance

1890 William S.
Henson, Inc.
Advertising Printing

1893 Fleming &
Sons, Inc.
Manufacturers — Paper
and Paper Products

1897 Anderson
Furniture Co.
Dallas' Oldest Furniture Store



THOSE who find it hard to believe Dallas was once a Western Frontier Town may be convinced by this circa. 1880 photograph with the Court House Tower dominating the background. In 1880, Dallas claimed 20,000 people. The Federal Census gave it only 10,358. Five years before, in 1875, a small firm, using horse and mule drawn equipment, began operating in Dallas. That same year the first T & P Train rolled down Pacific Avenue. Today the firm is known as the Dallas Transfer & Terminal Warehouse Company and has had a tremendous part in the development of Dallas as a major distribution center. During the nineties and after the turn of the century it was among the largest users of "hayburners" in Dallas. When the four-unit Santa Fe Building was built in the twenties, Dallas Transfer & Terminal Warehouse moved its operating headquarters into that building. Today, with almost 500,000 square feet of warehouse space in that and other buildings the firm is one of the largest warehouse operators in the South. In July, 1959 the firm became a part of the Great Southwest Warehouses which includes Interstate-Trinity Warehouse Co. and the Great Southwest Distribution Center. Now in its eighty-fifth year, Dallas Transfer & Terminal Warehouse Co. has bridged the gap in Dallas from a small western town to one of the major distribution centers of the nation.

Business Confidence Built on Years of Service

Old firms, like old friends, have proved their worth by dependable service through years of prosperity and adversity. The business pioneers listed on this page have played an important part in building Dallas. They have met the challenge of economic change through decades of sustained operations. They are counted as "old friends" by thousands of satisfied customers in the Dallas Southwest.

Established

1893 Sparkman-Brand
Inc. Morticians
Originally, Loudermilk,
Broussard and Miller

1896 Briggs-Weaver
Machinery Co.
Industrial Machinery
and Supplies

1902 Cullum &
Boren
Red Fox Athletic Uniforms
Wholesale and Retail Sporting Goods

1898 Praetorian Mutual
Life Ins. Co.
(Formerly The Praetorians)

1903 Smith's Detective
Agency
Burglar Alarm, Fire Alarm
Radio Patrol Service

1907 A. C. Horn &
Company
Commercial and Structural
Sheet Metal

1907 Smith-Perry
Electric Co.
Wholesale Electric Supplies

1908 Pure Ice & Cold
Storage Co.
Cold Storage

1911 W. W. Overton
& Co.
Investments

1914 Texas Employers
Insurance Ass'n.
Workmen's Compensation
Insurance

1915 Dallas County
Physicians &
Nurses Registry
Licensed and Bonded

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Dallas

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OCTOBER • 1960

ESTABLISHED IN 1922 BY THE DALLAS CHAMBER OF COMMERCE IN THE INTEREST OF DALLAS AND THE SOUTHWEST

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FIRST NATIONAL BANK IN DALLAS

STATEMENT OF CONDITION

at the close of business September 30, 1960



ASSETS

Cash on Hand and Due from Banks	\$243,655,558.87
United States Government Obligations	\$107,332,088.16
Public Housing Authority Obligations (Fully Guaranteed)	4,785,116.44
State, County, and Municipal Bonds	28,482,364.66
Other Bonds	2,900,900.00
Stock in Federal Reserve Bank	1,800,000.00
Loans and Discounts	444,583,370.20
Income Accrued	3,817,842.96
Letters of Credit and Acceptances	2,880,967.16
Banking House and Equipment	8,139,791.00
Other Assets	174,855.37
	<u>\$848,552,854.82</u>

LIABILITIES

Capital Stock	\$ 26,000,000.00
Surplus Fund	34,000,000.00
Undivided Profits	8,441,611.30
Reserved for Contingencies	9,482,896.68
Reserved for Taxes, Etc.	6,881,639.09
Deferred Income	2,803,539.12
Letters of Credit and Acceptances	2,880,967.16
Bonds Sold Under Repurchase Agreement	15,675,000.00

DEPOSITS:

Individual	\$516,897,875.88
Banks	203,830,582.22
U. S. Government	21,658,743.37
	<u>742,387,201.47</u>
	<u>\$848,552,854.82</u>

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MEMBER FEDERAL DEPOSIT INSURANCE CORPORATION



DALE MILLER'S

WASHINGTON

REPORT



The Imponderables of Politics

An American phenomenon, whose native habitat is Washington, is the political expert, that professional student and interpreter of the thought processes of everyone else, and it goes without saying that he flourishes in any kind of an election year, and particularly in a presidential one. He is by no means an assembly-line product, like, say, a bureaucrat, but is more of a custom-built job, designed for markets of various sizes and discriminations. There are, for instance, Democratic political experts, Republican political experts, Independent political experts, and just plain political experts, running unattached — or functioning in a fixed position somewhere, such as the Press Club bar.

What has made those cognoscenti so comforting to have around all these years is their omniscience. There has been no excuse for the average citizen to wonder how he himself might think or react in any given political circumstance because there has always been an abundance of experts to tell him. To that oracular fraternity the predictability of elections was routinely assumed. A standard prognostication job would include a ready finding as to which States would vote each particular way, which issues would be decisive in such-and-such areas, and, ergo, which candidates would eventually emerge triumphant. The fact that the experts often disagreed among themselves was irrelevant. Their self-confidence was unassailable.

All of this is prefatory to some passing observations on Washington today, in the closing weeks of another presidential campaign. This sensitive political capital is noticeably different this year from the city that many of its denizens remember from previous election years. Its air of self-assurance in its many political haunts is considerably less in evidence. The political experts are still prominently on hand, to be sure, but their self-confidence has gone underground. To put it forth-

rightly, this particular campaign, in all its complexity, has them buffaloed. In a sophisticated political community where an uncertain "I'm not quite sure" is an admission almost as damaging to the reputation of a political expert as a categorical "I don't know," this collective manifestation of doubt is an eloquent commentary on the unique characteristics of the 1960 political year.

The trouble is that so many of the usual political yardsticks by which trends are measured have been rendered unreliable by factors never before present, at least not all at one time. There is a plethora of imponderables in the campaign, particularly on the Democratic side. The Republicans have produced what might be described as a conventional ticket, and even a conventional platform, at least by 1960 standards. But the Democrats have evolved a complexity of issues and personalities that defies reliable evaluation. There is the issue of religion, the issue of youth, the issue of comparative experience, and even the issue of incompatibility between the presidential and vice presidential nominees, which can be fairly interpreted from the record, even though the suggestion that it exists would no doubt be repudiated by both. There are other issues as well, to be sure, but those are enough to confound the most inveterate expert.

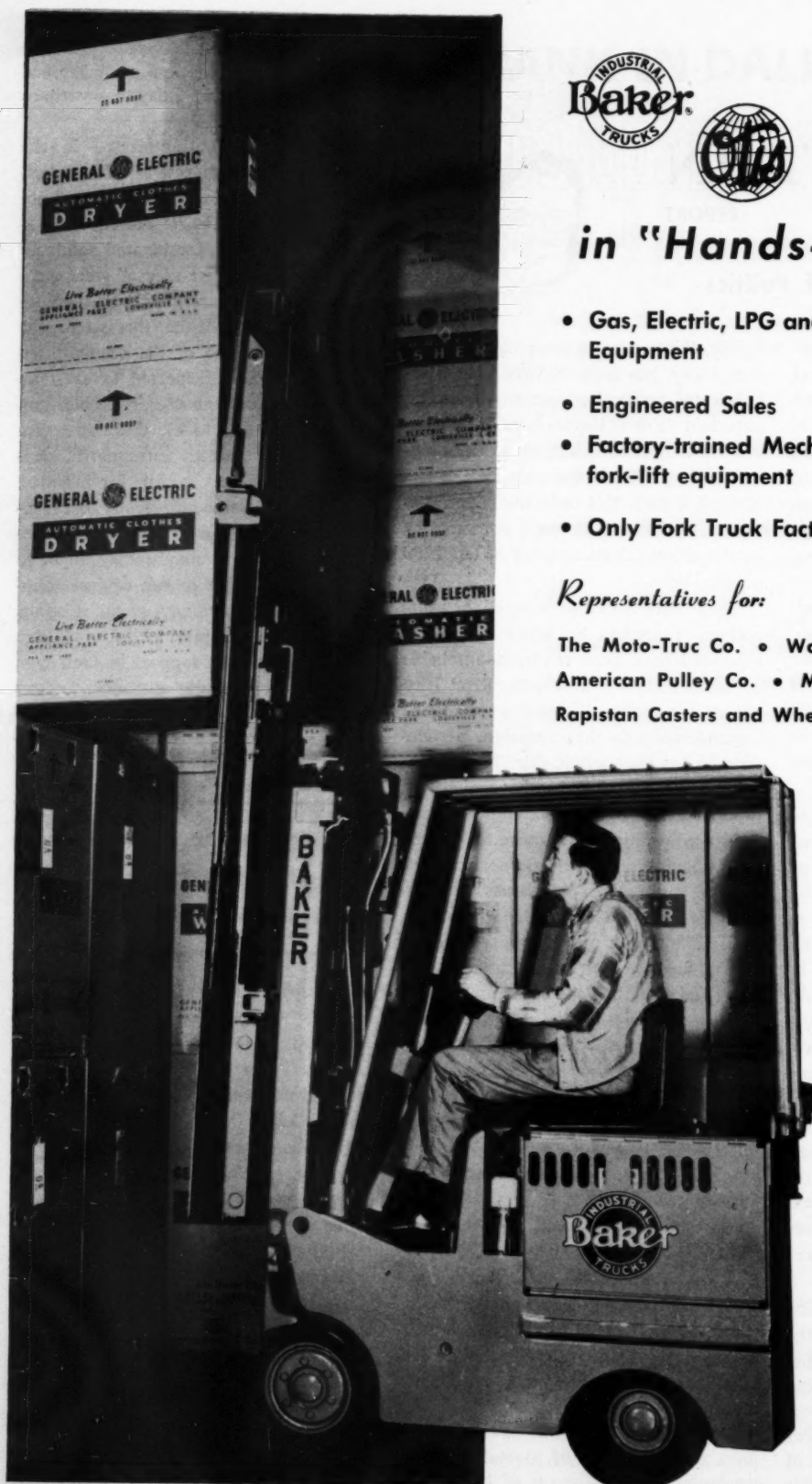
The interplay of such volatile forces would be difficult to interpret even in the best of circumstances, and the circumstances this year are far from the best. For instance, in most presidential campaigns it has been possible to isolate certain States as reasonably safe for Democrats, and others as reasonably safe for the Republicans, and thus to concentrate on a narrower field of pivotal States in determining the prospects of triumph or defeat. But this year there is scarcely a State that can be assigned with certainty to either political party. Consequently, not only are the political forces themselves so

complex and difficult to appraise, but the fields across which they sweep and spread are less circumscribed today than perhaps ever before.

Another complicating factor in the 1960 campaign is reflected in the impression held by many respected political observers that both tickets are inverted — that is, that the vice presidential nominees of the two parties are men of greater capacity and experience than their running-mates. To the extent that this is true, the personal followings of the second-place candidates can be expected to exert an influence on the outcome of the election, out of proportion to the effect that vice presidential nominees customarily generate. One political savant, for instance, made the wry comment recently that Kennedy and Nixon did so well in their television debates that maybe they ought to be teamed together to run against Johnson and Lodge. In any event, it seems clear that the vice presidential candidates have much greater support in their own right than is generally attributed to such nominees — all of which constitutes another imponderable to befuddle the experts.

The plight of the political expert: Intangibles in the campaign defy usual election-year predictions.

Perhaps the keenest frustration experienced by the professionals, however, derives not so much from the impact of material issues as from the subtle influences of personality. Not until television's Great Debate were such intangibles a major factor, but the confrontation before the people which both candidates were compelled to undergo opened a new dimension in American politics. Virtually as important as the profundities of issues and convictions must henceforth be the trivia of expression and gesture, of modulated voice and impeccable tailoring, sharply detailed by the microphone's sensitive ear and the camera's probing and implacable eye. Small wonder it is that the experts today are baffled. How can a prognosticator be prescient at all, when so much may depend on how a candidate may react, before the eyes of millions, to the sudden appearance of a bead of perspiration on his brow? Campaigns could be lost by less.



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DALLAS • OCTOBER, 1960

Inside DALLAS

There is a new way of life — a completely new dimension — for American business that has been brought about by the added "reach" given by jet air service. Because of the high percentage of business travel normally done at Dallas and because of its traditional position as business capital of the Southwest, Dallas has perhaps felt this new development as much as any other city. Recognizing this, the Dallas Chamber undertook a thorough study of jet air service at American cities. The fascinating results are presented in this issue in "The Jet Cities of America."

*

Appropriately enough, this issue takes as its theme — Distribution — the big "D" in Dallas, it has been called. This is an aspect of the Dallas economy that has been growing steadily, as a DALLAS report on the just-released 1958 Census of Wholesale Trade indicates.

*

Other aspects of this segment of Dallas business life are reviewed in stories on warehousing, industrial supply, materials handling and materials storage.

*

A study of five of Dallas' regular market shows in this month's issue reveals that buyers come to Dallas from 40 states and a number of foreign lands.

*

This month's cover features the almost-completed segment of Carpenter Freeway through one of the city's industrial areas that is vitally concerned with Distribution. Color aerial photography is by Squire Haskins.



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P. O. BOX 6701

DALLAS 19, TEXAS

PUBLISHED BY ASSOCIATED PUBLISHERS, INC.
DALLAS, TEXAS

A new way of life has developed in American business, one that seems destined to have a major influence on the growth of those business centers that qualify as . . .



THE JET CITIES

A new way of life for American business has developed during the first 18 months of scheduled turbojet air services in the United States.

This new influence upon business, that has evolved so rapidly that it still is not fully appreciated, seems destined to have a major effect on the growth prospects of those cities that qualify as the nation's major hubs for domestic jet service; indeed, this handful of cities — the Jet Cities of America — appear destined to become the "super-centers" of American business.

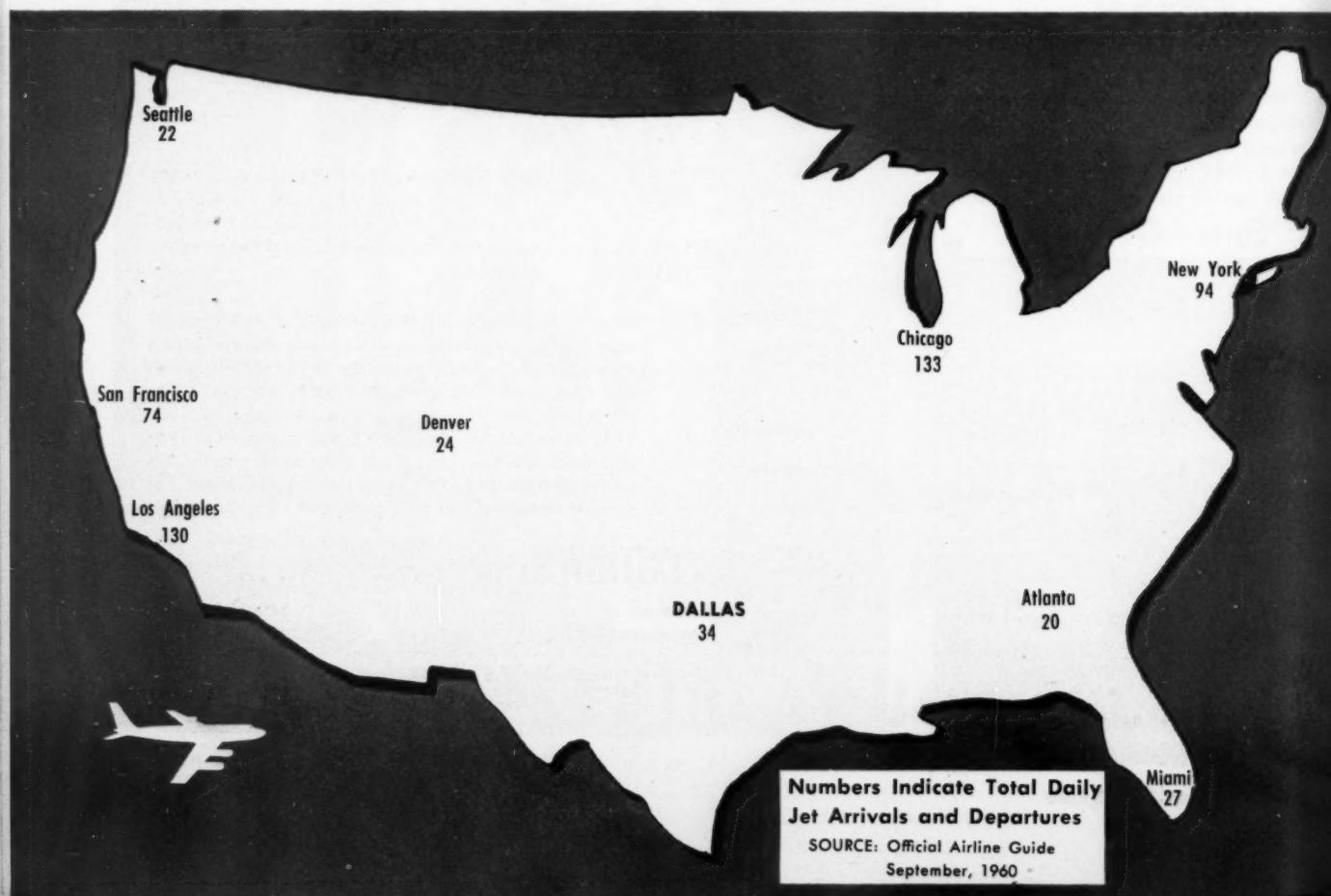
A study by the Dallas Chamber of Commerce reveals that geography and air traffic-generating capacity have already determined these Jet Cities; there is a clearly-defined breaking point between the relatively few major hubs of jet air service and the many minor centers.

There is no apparent influence that can be expected to result in substantial changes in the number, or relative importance, of these major jet hubs in the further evolution of the carriers' domestic jet air service patterns.

Today, there are nine Jet Cities:

- Atlanta, Ga.
- Chicago, Ill.
- Dallas, Texas
- Denver, Colo.
- Los Angeles, Calif.
- Miami, Fla.
- New York, N. Y.
- San Francisco, Calif.
- Seattle, Wash.

The Nine Jet Cities



AMERICA

These nine cities accounted for 558 — almost 80% — of the 716 daily arrival/departures of pure jet transports offered by all domestic carriers in September 1960. The other 158 daily jet arrivals/departures were widely split up among the other 21 cities.

Further emphasizing the inter-relationship of the nine Jet Cities is the fact that more than half of all daily non-stop jet flights scheduled in September 1960 were offered between one Jet City and another. The nine cities had a total of 427 non-stop jet schedules with other jet cities — 59.6% of all the daily jet arrivals/departures scheduled by domestic air carriers.

Dallas, historically the business capital of the Southwest, has felt the impact of jet service probably as much as any other city. Dallas businessmen have gained added "reach" with the other major cities of America only a few hours away by jet; Dallas branches of national companies have been drawn much closer to their home offices, and the Dallas headquarters of firms doing business in the national and international markets have secured new advantages from their location at a top-ranking Jet City.

This new way of life, now so apparent in Dallas, prompted the Dallas Chamber of Commerce study on jet service. Every turbojet schedule listed in the Official Airline Guide for September 1960 was tabulated. This showed that such service was being provided at 30 different cities in the United States. The volume of jet service ranges from two arrivals/departures per day at Pittsburgh to 133 flights per day at Chicago. Analysis of the data derived from the tabulation shows that there is a clear breaking point between the nine air hubs that qualify as Jet City and the 21 other airline stations receiving lesser amounts of jet service. Since schedules offered 1, 2, 3 or 4 days per week have little value from the businessman's standpoint the study included only daily frequencies.

Further analysis of the data shows that the nine Jet Cities share certain characteristics which spell out a reasonable definition:

1. Each of the nine is one of 23 "large hubs" in America's domestic air transportation system, as classified by the Federal Aviation Agency. The FAA classifies as a "large hub" any city that enplanes as much as one percent of the nation's total passengers per year. These hubs, therefore, are cities that generate enough traffic to support substantial volumes of jet air service.
2. Each of the nine has at least 20 arrivals/departures daily by turbojet aircraft.
3. Each of the nine has at least one turbojet round-trip non-stop daily with each of four or more points at least 500 miles distant.

None of the other 21 cities with jet service could meet these requirements. These common characteristics would seem to provide a reasonable and objective definition for a Jet City, and it seems logical to apply these criteria to future determinations of the Jet Cities of America.

Significant, from the standpoint of potential influence upon the alignment of American business operations, is the geographic distribution of the Jet Cities:

3 West Coast centers — Los Angeles, San Francisco and Seattle.

2 East Coast centers — New York and Miami.

2 Mid-Continent centers — Chicago and Dallas.

1 Southeastern center — Atlanta.

1 Rocky Mountain center — Denver.

Of course, the influence of jet service on business growth will not be felt in equal degree at all nine Jet Cities. Miami, for instance, owes its position among the Jet Cities primarily to its role as one of America's leading resort centers. Denver's position among the Jet Cities is also due partially to its attraction as a resort center.

The other seven cities, however, are primarily business centers, and it is obviously these seven whose business growth will be stimulated most by their leadership in air service.

The full impact of jet service is, admittedly, still to come as the carriers take delivery on additional planes and expand their service patterns, and business itself learns to take greater advantage of the faster service. Yet the true Jet Cities have already emerged on the map of America, and the effects of the new airline services are already clearly discernible in operating patterns of American business.

The cities' role as "super-centers" of American business rests upon the revolutionary changes that the jet transport has made possible in the patterns of American business operations. Management's ability to obtain additional "reach" through use of the new services which inter-connect the Jet Cities, marks these cities for increasingly important roles in the business pattern. It seems inevitable that there will be a strong tendency to concentrate in the cities with superior jet service all of those business functions whose success depends heavily upon economic and efficient transportation services.

Transportation has always been a vital tool of American business, but the advent of scheduled jet air service has provided a new dimension for American business and has focused the attention of management upon those cities that have established themselves as airline hubs requiring and capable of supporting jet services.

The advantages of having both headquarters and major branch activities located in Jet Cities are apparent to any executive whose company is engaged in nation-wide or, even, inter-regional operations. The business with headquarters in New York, for example, will want its branch management functions in those cities which have the best patterns of air service with New York. If a city under consideration for location of branch management functions also has good patterns of jet service with other cities in the firm's organization, the city becomes doubly desirable from the standpoint of management. The ability of management to commute between the home office




and branch cities — to fly in from the home office in the morning, transact 4 to 8 hours of business and return to the home office the evening of the same day — becomes a major consideration in the alignment of a business' operations. As competition grows and the jet services increase, it will become even more imperative. "Speed" is the key word for business today and appears destined for even more importance in the future.

The Dallas Chamber's study also concentrated on the availability of directionally balanced and non-stop schedules at the nine Jet Cities. From the standpoint of the business executive, the advantages of jet service are obviously nullified if he is unable to utilize jet service in both directions for his trip. Likewise, the advantages of jet service are effectively weakened if he has to make an intermediate stop. Significantly, the Jet Cities maintain their relative rankings if their jet services are evaluated *only* on the basis of daily round trips, and total daily non-stop schedules with other jet cities.

Jet City (1)	Pure jet services offered in September, 1960			
	Total daily arrivals/departures (2)	Total daily non-stop schedules with other jet cities (3)	Total daily round trips jet cities (4)	others (5)
Atlanta	20	16	9	1
Chicago	133	97	77	55
Dallas	34	27	16	13
Denver	24	22	14	12
Los Angeles	130	88	85	57
Miami	27	20	15	10
New York	94	78	56	44
San Francisco	74	64	44	31
Seattle	22	15	17	14

This new aspect of American business operations is well illustrated by a casual check by Braniff Airways on a recent business day. Five passengers from New York on Braniff's

SERVICE BETWEEN AMERICA'S 9 JET CITIES Daily Non-Stop Round Trips

	 Chicago	Los Angeles	New York City	San Francisco	Dallas	Miami	Denver	Seattle	Atlanta	All Other Cities	Total non-stop round-trips daily	
Chicago		14	8	9	4	2	5	2	2	17	63	Chicago
Los Angeles	14		10	9	3	0	4	2	0	20	62	Los Angeles
New York City	8	10		6	4	6	0	0	3	7	44	New York City
San Francisco	9	9	6		1	0	1	3	0	5	34	San Francisco
Dallas	4	3	4	1		0	0	0	1	3	16	Dallas
Miami	2	0	6	0	0		0	0	1	3	12	Miami
Denver	5	4	0	1	0	0		0	0	1	11	Denver
Seattle	2	2	0	3	0	0	0		0	3	10	Seattle
Atlanta	2	0	3	0	1	1	0	0		1	8	Atlanta

SOURCE: Official Airline Guide
September, 1960

morning jet to Dallas held return reservations on the evening flight back to New York that same day. These five New York businessmen were able to fly to Dallas, have approximately seven hours in which to transact their business in Dallas and return to their homes in New York before bedtime the same day. Similar commuting patterns are evident between Dallas and Chicago and between Dallas and the other Jet Cities where schedules permit. Undoubtedly, the same trends can be noted in such Jet Cities as Los Angeles, San Francisco and Atlanta.

For the mid-continent Jet Cities, Chicago and Dallas, the advantages of the jet age are even more apparent. New York-headquartered executives can leave home in the morning, spend six to eight hours in conferences in Dallas or Chicago and arrive at the Los Angeles or San Francisco airport before bedtime.

The Dallas executive with international operations likewise has an extended "reach" by virtue of jet air service patterns. One Dallas businessman reported this month that he departed Copenhagen at 1:30 p.m. and reached Dallas before bedtime the same day because of the time difference and the excellent jet connections available at the New York gateway between Europe and Dallas.

As previously noted, the domestic air carriers can be expected to expand their jet service patterns, not only at the Jet Cities, but at other cities on their systems as they take delivery on additional turbojet planes. Still another factor in the probable continuing evolution of jet air service patterns is the prospective authorization of new routes by the Civil Aeronautics Board, the federal regulatory agency which must find a public convenience and necessity requirement for authorization of air service before an airline can enter any market.

The Southern Transcontinental Route Case, now pending final decision before the CAB, is the proceeding which can be expected to have the greatest and most imminent impact upon the country's air service patterns. This case involves issues of new, improved and additional air service authorizations for major cities within the 10 southern states, extending across the country from Florida and Georgia on the east to California on the west. Of major interest to Dallas, for instance, is the prospective authorization of competitive services between Dallas and Los Angeles and San Francisco; between Dallas and Atlanta and Birmingham; and between Dallas and Miami and Tampa. Dallas presently has no direct single-carrier authorization with the Florida cities and has made a major effort to secure such authorization, and, simultaneously, the authorization of effectively competitive service, in the present case. Thus, the forthcoming decision in the Southern Transcontinental Case could well add several daily jet round-trip non-stop schedules to the Dallas pattern, and could similarly affect the patterns at Miami, Atlanta, Los Angeles and San Francisco.

Also on the horizon today is the advent of shorter stage-length turbojet aircraft which can be expected to provide improved services between the secondary and tertiary centers on the domestic air transportation network, on the one hand and the Jet Cities on the other hand. The Convair 880 jet transport is already in service in the shorter-haul markets; other versions of this aircraft are scheduled for delivery in the immediate future; and other manufacturers are also producing new turbojet aircraft designed for such short-haul markets.

The advent of turbojet service in the secondary and tertiary markets of the country will undoubtedly place even greater emphasis upon the Jet Cities—the major hubs of jet air service which appear destined to become the super-strategic centers for American business.

DALLAS JET SERVICE



Numbers Indicate Daily Jet Non-Stop Round Trips Between Dallas And Indicated Cities

SOURCE: Official Airline Guide September 1960

To New York		Carrier	From New York	
Depart Dallas	Arrive N. Y.		Depart N. Y.	Arrive Dallas
9:25a	2:35p	A	9:00a	10:30a
4:45p	9:55p	A	6:30p	8:00p
9:15a	2:10p	B	9:10a	10:20a
6:00p	10:55p	B	5:30p	6:40p
To Chicago		Carrier	From Chicago	
Depart Dallas	Arrive Chi		Depart Chi	Arrive Dallas
9:00a	12:05p	A	10:20a	11:30a
12:55p	4:00p	A	5:15p	6:25p
9:00a	11:47a	B	1:05p	1:56p
2:30p	5:15p	B	6:35p	7:26p
To Los Angeles		Carrier	From Los Angeles	
Depart Dallas	Arrive L. A.		Depart L. A.	Arrive Dallas
11:00a	1:00p	A	12:00N	3:50p
8:40p	10:40p	A	6:55p	10:45p
10:40p	12:40a	A	2:30a	6:20a
To San Francisco		Carrier	From San Francisco	
Depart Dallas	Arrive S. F.		Depart S. F.	Arrive Dallas
7:05p	9:30p	A	1:55a	6:10a
To Atlanta		Carrier	From Atlanta	
Depart Dallas	Arrive Atl.		Depart Atl.	Arrive Dallas
7:10a	9:43a	D	11:30a	12:10p
2:50p	5:14p	D		
To Houston		Carrier	From Houston	
Depart Dallas	Arrive Hou		Depart Hou	Arrive Dallas
8:05p	8:52p	B	7:30p	8:16p
To San Antonio		Carrier	From San Antonio	
Depart Dallas	Arrive S. A.		Depart S. A.	Arrive Dallas
11:00a	11:47a	B	1:05p	1:51p
2:35p	3:22p	B	4:35p	5:21p
Carrier	From New Orleans/Miami			Arrive Dallas
N/D	Depart	Depart		
	Mia	N.O.		
	7:30p	8:50p		10:10p

Carriers: A = American

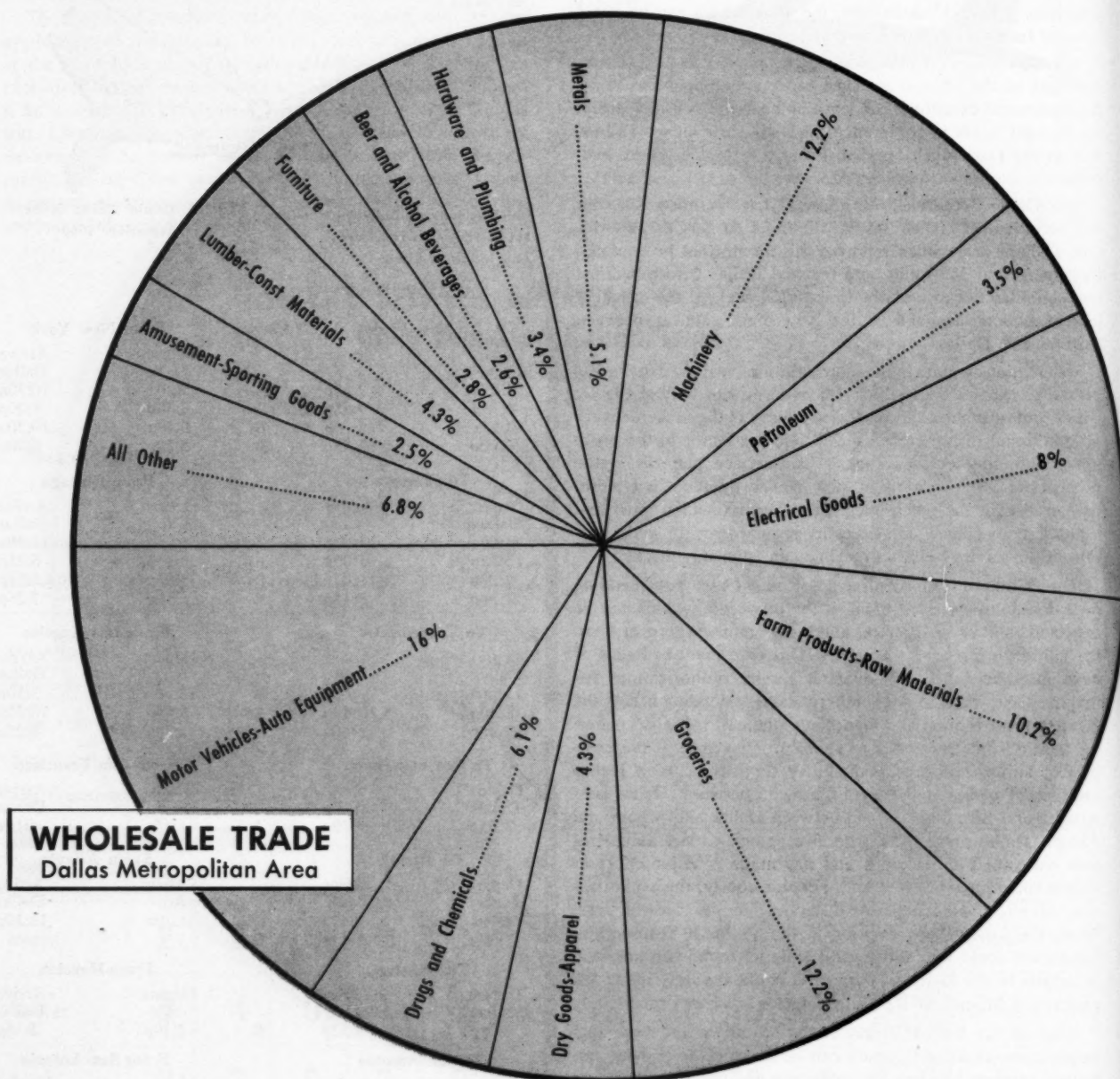
B = Braniff

D = Delta

N/D = National-Delta Interchange

Times are Local Time for each city

DALLAS' DYNAMIC GROWTH



Source: U. S. Department of Commerce, 1958 Census of Business

GROWTH IN DISTRIBUTION

TEXAS' 5 LARGEST METROPOLITAN AREAS

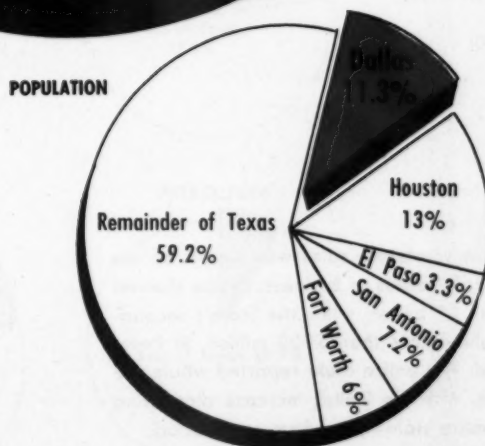
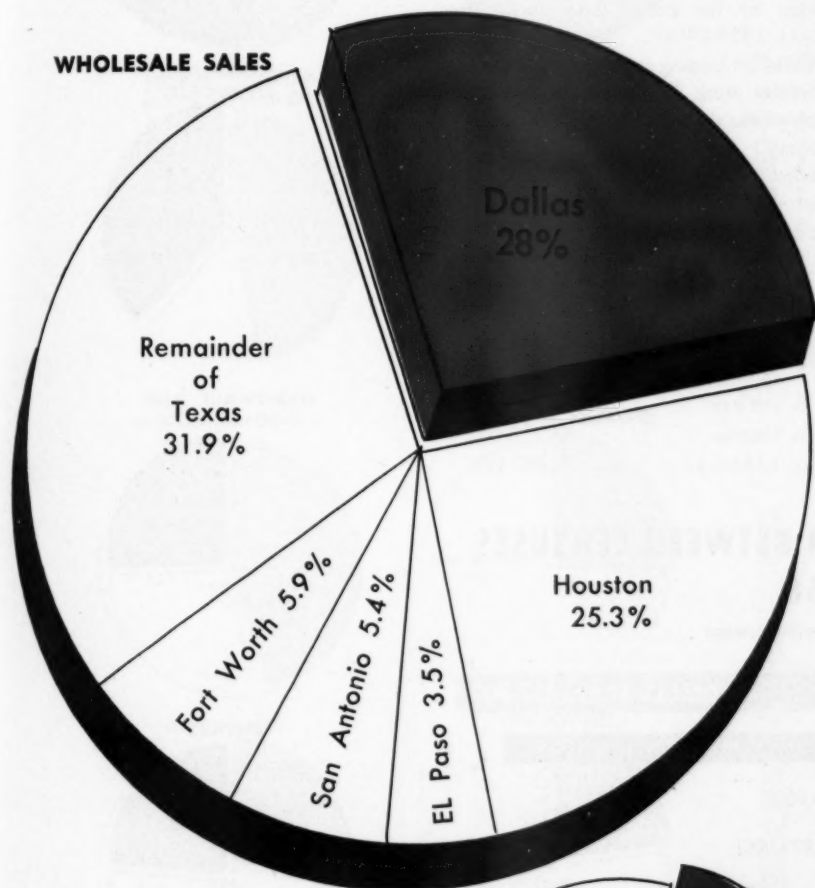
A Report in Depth

on Texas

Wholesale Trade

from the 1958

Census of Business



Source: U. S. Department of Commerce,
1958 Census of Business
1960 Census of Population,
Preliminary Reports

Dallas overwhelmingly dominates wholesale trade in Texas.

Dallas continues to demonstrate tremendous growth in wholesale trade.

These two important facts are strikingly apparent from a study of the final report released this month on Texas Wholesale Trade from the 1958 Census of Business of the U. S. Department of Commerce.

While final figures on all standard metropolitan statistical areas are not yet available, preliminary figures reveal that Dallas rose to 12th position in the 1958 Census from 15th place in 1954. Preliminary figures show the Dallas area passing the Cincinnati, Atlanta and Kansas City areas. The Dallas Standard Metropolitan Statistical Area ranks 20th nationally in population.

The four-county Dallas Standard Metropolitan Statistical Area, with slightly over 11% of the population of the State of Texas reported 28% of the 1958 wholesale sales in the state. All of Texas reported sales for 1958 of \$14,389,524,000. Of that amount, \$4,030,381,000 was from Collins, Dallas, Denton and Ellis Counties.

The next-largest area to Dallas in wholesale sales was the Houston Metropolitan Area. Although it exceeds the Dallas area in population by some 160,000, Dallas wholesale sales were greater

than those of Houston by almost \$400 million.

No other Texas standard metropolitan area reported as much as \$1 billion, or 6% of the state's total.

Texas' 10 leading standard metropolitan statistical areas in 1958 wholesale sales:

1. Dallas	\$4,030,381,000
2. Houston	3,640,365,000
3. Fort Worth	848,319,000
4. San Antonio	773,909,000
5. El Paso	502,133,000
6. Amarillo	324,294,000
7. Lubbock	319,523,000
8. Beaumont- Port Arthur	295,364,000
9. Corpus Christi ..	237,885,000
10. Odessa	193,388,000

The 1958 Census revealed that Dallas had widened its lead over Houston in wholesale sales. Compared with the 1954 Census, the Dallas area showed a growth of \$1,003,157,000, while the Houston growth was only \$918,104,000. Third-largest growth came from the expanding El Paso Area, which reported an increase

of \$210,864,000. San Antonio had an increase of \$163,893,000, while Fort Worth reported a four-year gain of \$119,875,000.

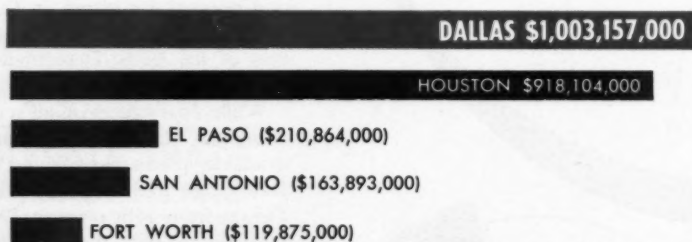
The entire State of Texas reported a growth between censuses of \$3,339,932,000, a 30.2% increase. Thus, Dallas, with a growth of 33.1% continued to outstrip the state's growth rate; indeed, Dallas' absolute growth of \$1,003,157,000 amounted to some 30% of all growth reported by the entire state during the period, 1954-1958.

Texas 10 leading standard metropolitan statistical areas in amount of growth in total wholesale sales, 1954-1958:

1. Dallas	\$1,003,157,000
2. Houston	918,102,000
3. El Paso	210,864,000
4. San Antonio	163,893,000
5. Fort Worth	119,875,000
6. Beaumont- Port Arthur	91,013,000
7. Amarillo	80,063,000
8. Abilene	72,625,000
9. Odessa	63,729,000
10. Lubbock	56,062,000

WHOLESALE SALES GROWTH BETWEEN CENSUSES 1954-1958

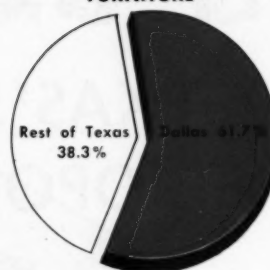
Texas' 5 Largest Metropolitan Areas



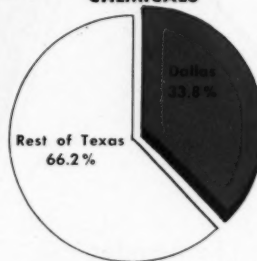
SOURCE: U. S. Department of Commerce,
1954 and 1958 Censuses of Business

Greatest growth in the entire State of Texas in wholesale sales was shown by the Dallas Metropolitan Area, as reported in the 1958 Census of Business. Dallas showed an increase from the 1954 Census of more than \$1 billion, while the State's second-largest area (Houston) reported a gain of slightly more than \$900 million. El Paso, San Antonio and Fort Worth ranked far behind. The entire State reported wholesale sales growth between censuses of \$3.3 billion, with the Dallas increase amounting to some 30% of all growth reported by the entire state in the four-year period.

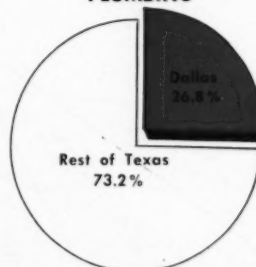
FURNITURE



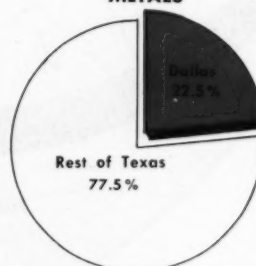
DRUGS AND CHEMICALS



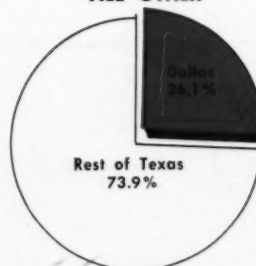
HARDWARE AND PLUMBING



METALS



ALL OTHER



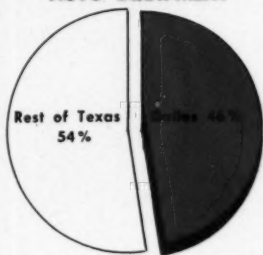
DRY GOODS-APPAREL



AMUSEMENT-SPORTING GOODS



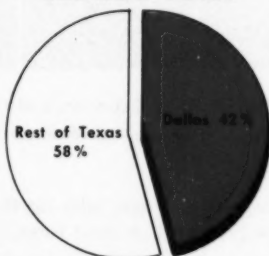
MOTOR VEHICLES-AUTO EQUIPMENT



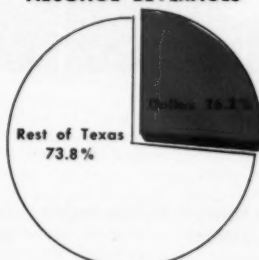
LUMBER-CONST MATERIALS



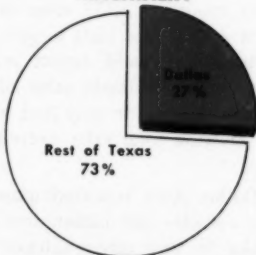
ELECTRICAL GOODS



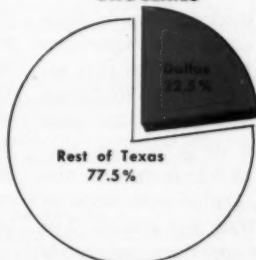
BEER AND ALCOHOL BEVERAGES



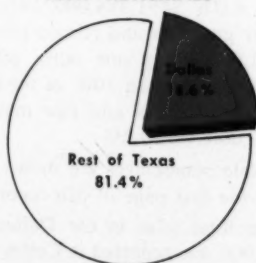
MACHINERY



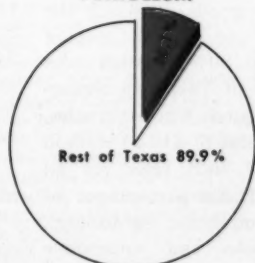
GROCERIES



FARM PRODUCTS-RAW MATERIALS



PETROLEUM



SOURCE: U. S. Department of Commerce, 1958 Census of Business

Dallas Dominates Trade in Texas

The Dallas Metropolitan Area dominated wholesale sales in Texas in almost every category in the 1958 Census of Business, as shown in the charts at left. Comparison is made in the 14 categories that reported \$100 million or more in Dallas Area sales in the census. Dallas exceeds its percentage of the State's population (11.3%) in all but one.

A National Center

LEADING WHOLESALE TRADE AREAS

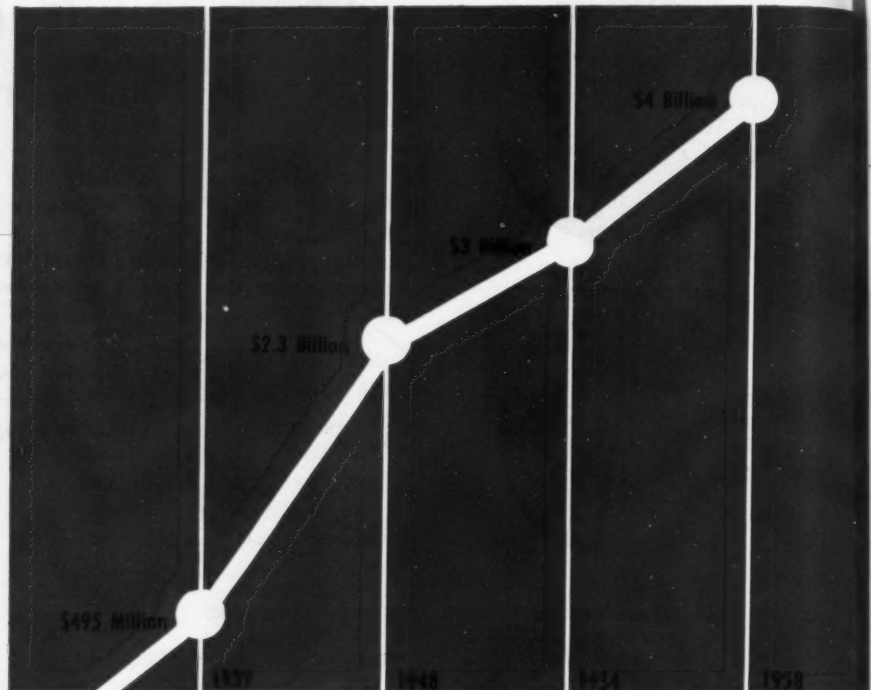
Dallas far exceeds its population ranking by its ranking in wholesale trade. Twenty leading metropolitan areas in population and wholesale trade are listed.

Population Ranking 1960	Wholesale Sales Ranking — 1958
1. New York	1. New York
2. Los Angeles-Long Beach	2. Chicago
3. Chicago	3. Los Angeles-Long Beach
4. Philadelphia	4. Detroit
5. Detroit	5. Philadelphia
6. Boston	6. Boston
7. San Francisco-Oakland	7. San Francisco-Oakland
8. Pittsburgh	8. St. Louis
9. St. Louis	9. Cleveland
10. Washington	10. Minneapolis-St. Paul
11. Cleveland	11. Pittsburgh
12. Baltimore	12. <u>DALLAS</u>
13. Newark	13. Atlanta
14. Minneapolis-St. Paul	14. Houston
15. Buffalo	15. Kansas City
16. Houston	16. Newark
17. Milwaukee	17. Cincinnati
18. Patterson-Clifton-Passaic	18. Baltimore
19. Seattle	19. Seattle
20. <u>DALLAS</u>	20. Milwaukee

SOURCE: U. S. Department of Commerce
1958 Census of Business
1960 Census of Population, Preliminary Reports

GROWTH OF WHOLESALE TRADE

Total Sales — Dallas Metropolitan Area



SOURCE: U. S. Department of Commerce
Censuses of Business for Years Indicated

In previous Censuses of Business, Dallas has dominated Texas as a city for manufacturers sales branches and offices; in 1954, 44.8% of such sales in Texas was reported in Dallas.

The 1958 Census, however, now reports only merchant wholesalers sales and sales by "other operating types." Still, the domination of Dallas in sales by manufacturers sales branches is apparent since Dallas sales by "other operating types" of \$2,508,210,000 amount to almost 35% of those of the entire state. Dallas was easily the leading area in this classification, surpassing second-place Houston by more than half a billion dollars.

Merchant wholesalers work very closely with the retailer, and, in general have a smaller area of distribution. Because of this confined area of distribution and the close ties to local retailers, merchant wholesalers' sales are very closely related to the population of the immediate area in which the wholesalers are located. As in 1954, Dallas was second to Houston, but by less than \$200 million. Still, the Dallas total sales by merchant wholesalers of \$1,522,171,000 amounted to 21.5% of

those for the entire state, a slightly higher percentage than in 1954.

Comparison of Dallas sales in the various wholesale trade categories with those of the entire state disclosed the domination by the Dallas Area. Comparisons were made in the 14 categories that reported \$100 million or more in Dallas Area sales in the 1958 Census. Of these 14, Dallas exceeded its population percentage of 11.3% in 13. In half of the fourteen categories, Dallas' percentage of sales of the entire state was greater than the area's 28% of all Texas wholesale sales.

Dallas' greatest domination was shown in apparel and dry goods, in which the area's 1958 sales of \$174.8 million amounted to almost 80% of such sales for the entire state of Texas. In amusement and sporting goods wholesale sales, the Dallas Area's sales of \$102.1 million comprised 72% of such sales for all Texas. Other high Dallas percentages included furniture and home furnishings, 62%; motor vehicles and automotive equipment, 46%, and electrical goods and electronic equipment, 42%.

A complete tabulation of the Dallas'

percentage of all Texas sales for the categories is presented in chart form.

Dallas again reported a wide diversification in its wholesale sales, with fourteen categories reporting 1958 sales of \$100 million or more. The next largest Texas area (Houston) could report only 10 categories with wholesale sales of \$100 million or more, and in only four of these did the Houston total sales exceed those of Dallas.

The Dallas Area reported more sales in motor vehicles and automotive equipment than in any other category with \$645,269,000, or 16% of the Dallas total. Machinery, equipment and supplies was second with \$491,384,000 followed closely by groceries and related products, \$489,611,000. Only one other category represented more than 10% of the Dallas total: farm products and raw materials, \$408,977,000, or 10.2%.

Complete percentages are shown in the chart on the first page of this report.

Of the total sales in the Dallas area, \$13,467,000 was reported in Collin County; \$3,979,838,000 in Dallas County, \$20,040,000 in Denton County, and \$17,036,000 in Ellis County.

1958 WHOLESALE TRADE

Dallas Standard Metropolitan Statistical Area

Kind of Business	Estab- lish- ments (Total)	Sales (\$1,000)	Annual Payroll	Paid Employees
WHOLESALE TRADE, TOTAL	2,712	4,030,381	178,306	35,883
MOTOR VEHICLES, AUTOMOTIVE EQUIPMENT, TOTAL	251	645,269	20,644	4,085
Automobiles, Other Motor Vehicles	45	465,243	9,314	1,632
Automotive Equipment	181	121,799	8,940	2,014
Tires, Tubes	25	58,227	2,390	439
DRUGS, CHEMICALS, ALLIED PRODUCTS, TOTAL	118	246,482	9,605	1,891
Drugs, Drug Proprietaries, Druggists, Sund.	49	179,597	6,144	1,175
Paints, Varnishes	31	21,444	1,487	326
Other Chemicals, Allied Products	38	45,441	1,974	390
DRY GOODS, APPAREL, TOTAL	152	174,796	6,706	1,488
Dry Goods, Piece Goods, Notions	54	80,932	2,088	421
Apparel and Accessories, Hosiery, Lingerie	90	84,740	3,966	950
Footwear	8	9,124	652	117
GROCERIES AND RELATED PRODUCTS, TOTAL	241	489,611	17,576	3,717
General-Line Groceries	9	77,305	2,400	437
Dairy Products	14	32,575	1,359	219
Poultry, Poultry Products	16	8,396	267	98
Confectionery	14	38,139	1,730	376
Fish, Seafoods	2	(D)	(D)	(D)
Meats, Meat Products	41	55,938	3,261	735
Fresh Fruits, Vegetables	41	50,546	2,233	558
Other Groceries and Related Products	104	(D)	(D)	(D)
FARM PRODUCTS — RAW MATERIALS, TOTAL	101	408,977	5,120	832
Cotton	60	376,502	4,451	607
Grain	26	20,380	524	175
Livestock, Except Horses and Mules	9	(D)	(D)	(D)
Miscellaneous Farm Products	6	(D)	(D)	(D)
ELECTRICAL GOODS, TOTAL	198	320,824	16,619	2,890
General-Line Electrical Supplies, Apparatus	5	6,411	627	126
Specialty-Line Elec. Supplies, Apparatus	102	173,211	8,237	1,399
Electrical Appliances, TV, Radio Sets	28	72,685	4,945	876
Electronic Parts, Equipment	63	68,517	2,810	489
HDWE., PLUMB'G, HEAT'G EQUIP., SUPPLIES, TOTAL	154	138,561	9,970	1,898
Hardware	35	32,220	2,642	539
Plumbing and Heating Equipment, Supplies	69	53,686	4,065	834
Air Conditioning, Refrig. Equip., Supplies	50	52,655	3,263	525
MACHINERY, EQUIPMENT, SUPPLIES, TOTAL	551	491,384	40,279	7,768
Commercial, Indus. Mach., Equip., Supplies:				
Commercial Machines, Equipment	89	54,797	7,656	1,558
Construction Machinery, Equipment	28	50,611	3,455	618
Industrial Machinery, Equipment	144	134,598	8,840	1,519
Industrial Supplies	86	74,543	4,514	895
Farm and Garden Machinery, Equipment	20	65,663	3,095	537
Professional Equipment, Supplies	70	43,904	4,440	934
Service-Establishment Equipment, Supplies	67	(D)	(D)	(D)
Transportation Equip., Suppl., Ex Automotive	47	(D)	(D)	(D)
METLS., MINRLS. (EX PETROL. PROD., SCRAP), TOTAL	76	206,148	5,962	1,166
Coal	3	(D)	(D)	(D)
Iron, Steel, and Products	57	152,420	4,275	870
Nonferrous Metals	16	(D)	(D)	(D)
PETROLEUM BULK STATIONS, TERMINALS, TOTAL	78	88,407	3,844	564
Gasoline, Kerosene, Fuel Oils	76	86,997	3,633	508
Liquefied Petroleum (LP) Gas	2	(D)	(D)	(D)
SCRAP, WASTE MATERIALS, TOTAL	53	30,650	2,011	586
Iron, Steel Scrap	31	23,127	1,006	247
Waste Materials	22	7,523	1,005	339
TOBACCO, TOBACCO PRODUCTS	17	39,101	779	189
BEER, WINE, DISTILLED ALCOHOLIC BEV., TOTAL	29	104,371	2,976	566
Beer	11	16,394	1,185	212
Wines, Distilled Spirits	18	87,977	1,791	354
PAPER, PAPER PRODUCTS, EX. WALLPAPER, TOTAL	63	60,320	3,107	646
Fine and Coarse Paper	4	5,877	419	83
Printing and Fine Paper	5	5,819	513	92
Coarse Paper and Paper Products	28	38,997	1,131	265
Stationery, Office Supplies	26	9,627	1,044	206
FURNITURE, HOME FURNISHINGS, TOTAL	131	114,549	6,713	1,441
Furniture — Household, Office	58	21,847	1,597	325
Home Furnishings, Floor Coverings	73	92,702	5,116	1,116
LUMBER, CONSTRUCTION MATERIALS, TOTAL	136	174,528	10,275	2,469
Lumber, Millwork	56	53,028	2,951	788
Construction Materials	80	121,500	7,324	1,681
AMUSEMENT, SPORTING GOODS	61	102,101	5,067	1,119
BOOKS, MAGAZINES, NEWSPAPERS	29	21,815	1,655	319
FARM SUPPLIES	16	15,189	533	141
JEWELRY	30	14,999	1,976	383
PETROLEUM PRODUCTS, EX. BULK STA., TERMINALS	63	50,716	2,313	518
GIFTS, ART GOODS, GREETING CARDS	30	10,935	711	196
FLOWERS, BULBS, PLANTS	9	2,972	341	105
OTHER PRODUCTS	125	77,676	3,524	906

(D) Withheld to avoid disclosure.

WAREHOUSING NINTH IN NATION

by Tom McHale

Public warehousing provides a major index to Dallas' distribution leadership in the South. Dallas ranks 9th in public warehouse storage space in comparison with 20th in terms of metropolitan area population. With almost 4½ million square feet of space, including household goods storage, the Dallas space almost doubles that of Atlanta, is approximately one-half that of Chicago, 25 per cent more than Detroit, almost double Kansas City, and more than St. Louis. Except for port cities with large areas for bulk storage for ocean shipment, Dallas ranks way out front.

The movement of food and perishable commodities through Dallas shows up in its 6,399,000 cubic feet of refrigerated space. These figures, also from the 1958 Census of Business, show that Dallas has double the refrigerated space of Atlanta, more than double that of Houston, more than double that of Miami and Milwaukee, more than five times that of New Orleans, and more than San Francisco-Oakland.

Already the home of the "World's Largest Icebox" and perhaps the world's largest food distribution center in the Alford Refrigerated Warehouse, Dallas is headquarters for the expanding Great Southwest Warehouse complex and other major warehouse operators such as Shippers Warehouse Company, Empire Terminal Warehouse, Koon-McNatt Storage & Transfer Co., Texas Delivery Warehouse, and Texas Express Co.

Latest addition to Dallas' commercial warehouse facilities is a 110,000 square foot building now being completed for Central Forwarding Inc. at the corner of Irving Boulevard and Calvert in the West Dallas Industrial District.

Competition and service are strong factors in Dallas warehousing leadership. Last month, George Perry, general manager of the distribution-sales-service division of General Foods, told Fred Alford, president of Alford Refrigerated Ware-

houses: "You're providing the best public warehousing in the land." General Foods has used Alford storage and distribution facilities for the past three years.

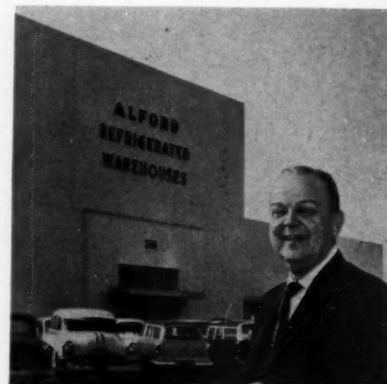
The General Foods operation is typical of Alford service. For this one customer, Alford's handles thousands of rail carloads of fresh foods each year. It works like this:

Some 400 items from nearly a score of General Foods plants roll alongside Al-

Fred Alford, right, in front of entrance to "World's Largest Icebox." Below, section of massive parking and truck loading space within the 23-acre Alford plant.

gives General Foods the benefit of carload rates from factory to retail outlet.

Regional distribution is also handled the same way for Quaker Oats. A. & P. leases Alford space and does its own handling. Tom Thumb, Associated Grocers, Swift, and Oscar Mayer are others that find it more economical to rely on Alford facilities than to maintain their own storage and distribution set-ups. Standard Brands has a frozen egg packing operation at Alford's, and Wilson & Co.



ford docks each week by the trainload. Fleets of Alford-operated, fork-lift trucks quickly unload the rail cars and shuttle the foods into space in mammoth bays. The foods are later reshipped as standard mixed carloads, some including as many as 150 different General Food items. This

and Armour's maintain sales offices there. Youngblood's, processors of millions of chickens each year, services customers over the nation and the world through Alford's.

In all, Alford's officials estimate 15,000 carloads per year are handled through



Part of Carnation Milk storage operation at Empire Terminal Warehouse. Equipment by fork-lift turns 35 cases at one time.



Gasoline powered Baker fork-lift moving merchandise in section of Texas Express Company's Hansboro Street Warehouse.



Checkers at Alford Refrigerated Warehouse handling orders for regional distribution for the Quaker Oats Co.

their plant. Rock Island officials say this carloading activity is second only in Dallas to that of the Ford Motor Company. It is the largest food handling operation of any warehouse in the country. The two big Alford buildings — one for dry storage and the other for cold storage — occupy a 23 acre site. The refrigerated storage space totals some 10,000,000 cubic feet and can be cool, cold, freezing or sub-freezing. The general, or dry storage area was recently enlarged to more than 10,000,000 cubic feet and there is room for more expansion.

Another valued service offered by Alford's is office space for the convenience of the food industry. Many leading food brokers and processors take advantage of this. Thus, processing, storage and distribution headquarters are under one roof. A spacious auditorium is provided for sales meetings and customer activities. Warehouse customers pass their orders through the Alford order desk and orders are relayed to the bays by teletype. New records were set this summer in August with the Alford order desk handling more than 10,500 orders.

Great Southwest Warehouses, Inc., are integrating their operations and expanding their services. This firm has been expanding facilities and increasing customer services since their incorporation less than two years ago.

Merged from three Dallas companies (Interstate-Trinity Warehouse Co., Dallas Transfer & Terminal Warehouse Co., and the Great Southwest Distributing Center) in July, 1959, the new firm was built on the concept that the Dallas urban district is rapidly growing in size and scope as the most important distribution point in the Southwest.

Great Southwest Warehouses offers Dallas area shippers varied services in Dallas, and the Great Southwest Industrial District in Arlington. Opening with a large 200,000 square foot warehouse, Great Southwest plans eventually for 2,400,000 square feet in 12 units at this strategic location. Soon to open is a new 45,000 square-foot Household Division Warehouse on East Northwest Highway. This facility will open in 1961 and all Household Division offices and warehousing will be integrated at this location.

Construction has also begun on the company's new general offices and Merchandising Distribution Division warehouse located on Commonwealth between Stemmons Expressway and Irving Boule-

vard. Situated between the Arlington warehouse and the Household Division facilities, this 116,000 square-foot building will provide quarters for the Merchandise Division's Dallas operations. In addition to general executive offices, the 16,000 square foot office space will be used by food brokers and manufacturers representatives using GSW services.

Empire Terminal Warehouse with more than 180,000 square feet of storage space, is another leading Dallas distribution facility. This firm specializes in dry and temperature-controlled storage. It wasn't a difficult task for this company to store 85,000 cases of Carnation evaporated milk in their 20,000 foot dry storage warehouse recently, even when they were told each of the 85,000 cases had to be turned every 30 days. Dick Williams, operating assistant vice-president of Empire, invented a turning device that automatically turns 35 cases at one time to meet this problem.

Besides their dry storage warehouse at 4822 Bengal Street, the firm has 160,000 square feet of temperature-controlled warehouse space at 721 Austin. These facilities are divided into three temperature-controlled rooms for candy and other products that require specific temperatures and humidity.

The Shippers Warehouse Co. is another major Dallas distribution and warehousing operation. Located on an 11.5 acre site at Lamar and Forest Avenue, this warehouse has 600,000 square feet of space. This operation grew out of an exclusive cotton operation and the firm still handles cotton in large volume. Shippers also maintain a large section of temperature-controlled storage in their new warehouse.

One of the most highly mechanized operations in Dallas, Shippers Warehouse is primarily engaged in volume merchandise storage for national accounts, and

(Continued on page 70)

Where Do The Buyers Come From?

A vital aspect of Dallas' position as a wholesale-distribution center and one often overlooked by those unaware of the tremendous growth it has seen in just the past few years is the city's development as a major national market center. This segment of the Dallas economy had been growing steadily for a quarter-century, but in the past few years it has taken huge strides forward.

Historically, the markets developed in Dallas as a sideline to the regular displays of Dallas manufacturers. As the city became more important, first in the women's apparel industry, manufacturers took advantage of the buyers concentrating on Dallas by joining to form Dallas market shows. By the late 1940's, two major organizations of such exhibitors — the American Fashion Association and the National Fashion Exhibitors Association — each with a membership of more than 400 exhibitors, were represented in the Dallas apparel market.

Other exhibitor organizations operating with Dallas as their market center developed in a similar manner. The Southwestern Travelers Association, representing the country's major manufacturers of shoes; the Southwestern Men's Apparel Club, representing all types of men's apparel; the Allied Gift Show and the Dallas Gift Show, comprising exhibitors of china, crystal, glassware and giftware; and the Southwestern Furniture Market, staged and promoted by the Retail Furniture

Association of Texas, were all conducting either semi-annual or quarterly market shows in Dallas by the mid-1950's. The cumulative influence of all these merchandise exhibitors — including the foreign-based exhibitors with temporary displays in Dallas, as well as the Dallas manufacturers/wholesalers with their permanent display rooms — had transformed Dallas into a complete merchandise market center, and the dominant supplier of the Southwest area's retail merchants.

The growing stature of the Dallas market led many of the out-of-Dallas exhibitors to the conclusion that they could no longer serve this market with their seasonal, temporary merchandise displays; their sales here would not justify permanent display of their merchandise in the Dallas market.

Their requirements for permanent merchandise displays in Dallas have been satisfied by the creation of four major merchandise mart facilities. These facilities, described in another story in this issue, uniquely symbolize Dallas' role of supplier to the retail merchants of the Southwest and adjacent states.

As the Dallas market shows grew larger, to a great extent because of the permanent facilities that became available, these shows began drawing not only larger numbers of buyers but from a wider area.

As shown on the map accompanying this article, buyers coming to Dallas for five market shows represent almost every state in the United States and a number of foreign countries.

Ready-to-wear buyers find complete selection at Dallas Merchandise Mart in heart of downtown business area.





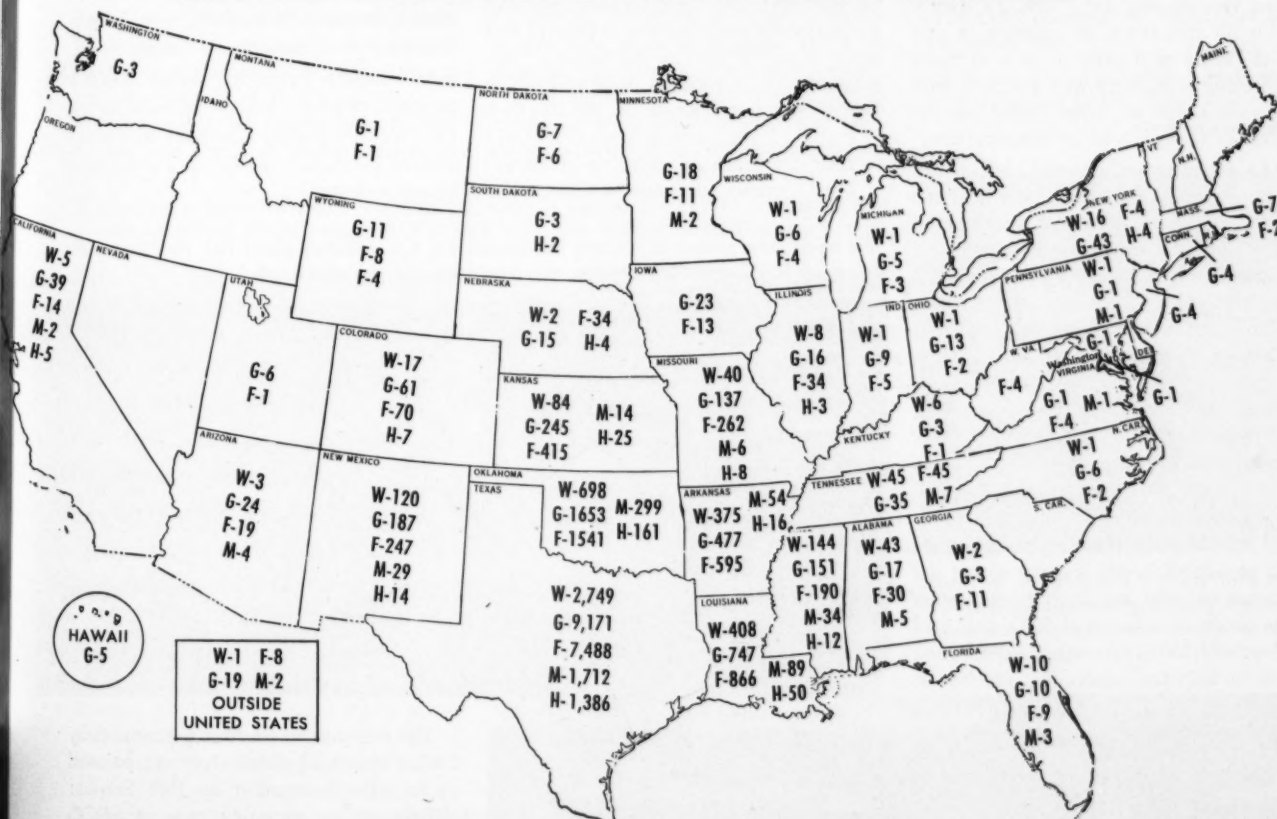
Spacious show-rooms are a feature for buyers of home furnishings in new Dallas Trade Mart.

Of course, more than 90% of the buyers at each show come from the traditional Dallas trade area of Arkansas, Louisiana, New Mexico, Oklahoma and Texas. Still, the other states draw almost 10% of the buyers at the furniture shows and almost 9% at the women's apparel shows. As the Dallas markets continue to grow in importance, there is every reason to believe that these buyers from other areas will continue to increase also.

At the same time, however, Dallas will work to solidify its position as the market center of the Southwest, drawing buyers from Southwestern stores who, for one of a number of reasons, had previously not attended Dallas markets.

For those who ask today, "Where do the buyers come from?" the following map answers that question:

BUYERS REGISTERED AT DALLAS MARKETS



Interior of massive steel warehouse and metals center of McCormick Steel Co. This warehouse carries complete stocks of steel and aluminum.



SUPERMARKETS FOR INDUSTRY

How do you describe the modern industrial distributor? "I can best compare it to another successful supplier of a basic need, the supermarket"; says Bob Snipes, sales manager for Engineering Supply Company, a corporate division of Texas Instruments, Inc. "ESCO's stocks, which fill the needs of industry in and about Dallas as it expands in a sunburst of directions, in every way compare with the wide range of items found on the shelves of today's modern supermarkets."

The supermarket concept, introduced by Bob Snipes, provides a new slant on Dallas' expanding industrial service and supply industry, made up of giant steel and metal warehouses, major tooling and machinery plants, machinery and machine tool distributors and specialized industrial supply houses with varied and highly technical stocks. The pace of Southwest industrial expansion and keeping up with technical developments that change supply requirements almost overnight, have been factors in the development of Dallas in this highly competitive supply field.

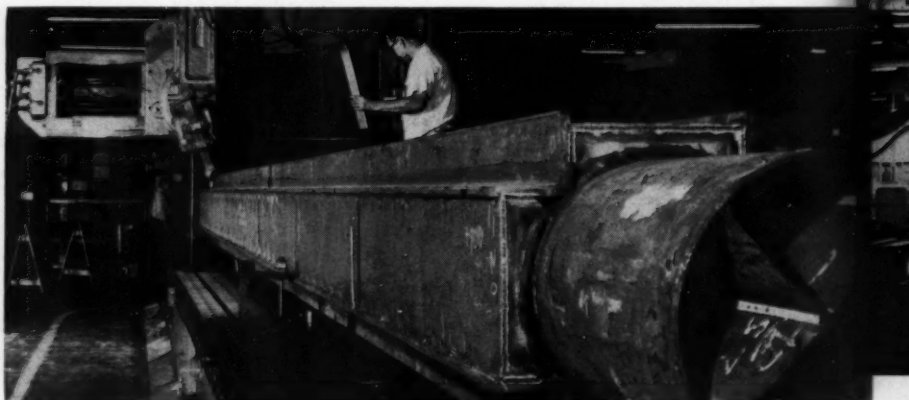
"As the supermarket stocks its shelves with perishable items, and items that are designed to meet the short term, immediate needs of a family, ESCO stocks its shelves with items to meet the short term needs of industry—items that are just as

perishable and subjected to obsolescence by ever-arriving new designs and improvements. These are the items for which industry must have a "supermarket" source of supply. Industry cannot afford to purchase these items by the car-load and keep them on hand; nor can industry wait until the need is present and wait for delivery from the factory. "Supermarkets" for industry, such as ESCO's Dallas operation take on the difficult task of keeping fresh, up-to-date items on hand to meet the needs of changing industry."

The foregoing quotation by ESCO sales

manager Bob Snipes, also applies to other Dallas firms such as: Briggs-Weaver Machinery Co., The Murray Company, Bearing Chain & Supply Company, Bosco Bolt Nut & Screw Company, Earle M. Jorgensen Steel Company, McCormick Steel Company, Moncrief-Lenoir Manufacturing Co., Southland Supply Company, Stanco Company, Texas Rubber Supply Company, Verson Manufacturing Co., Welders Supply Company and other leaders in Dallas' industrial service and supply industry.

This open side planer at Verson Manufacturing Co.'s Dallas plant can handle weldments up to 72 feet long. Many manufacturers use the planer and other giant tools.



The many-sided services performed by Dallas industrial distributors are pointed up in this observation by Bob Snipes: "There are no shopping carts at ESCO for use in shopping, inspecting and selecting what is needed. There is no necessity for this market place inspection of the apples. Professional salesmen are ready to help in making the right selection from nation-wide sources. These men are available for a personal visit in office or shop

This showroom section of Welder's Supply Company shows some of the thousands of items stocked by this local firm.





This warehouse section of Bosco Bolt, Nut Screw Company shows stocks of part of 500 tons of industrial fasteners. Total count of these pieces runs into the millions.

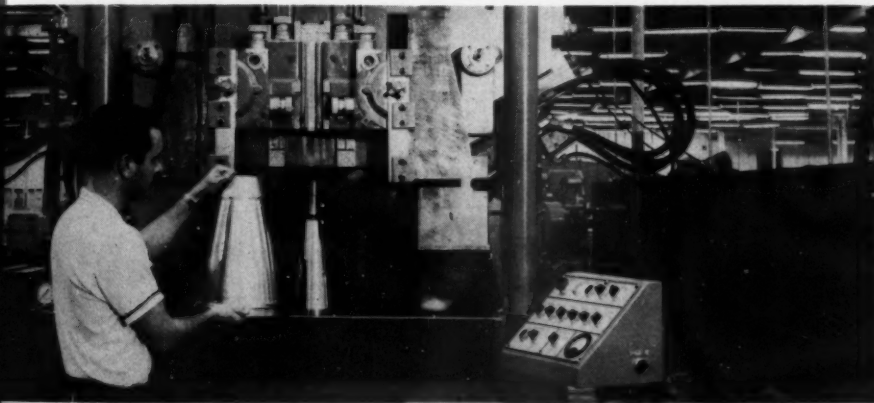
or they can be reached quickly by phone. Either way they are ready to meet each industrial problem with up-to-date information and specifications on the latest items of manufacture. In keeping these salesmen armed with available stock to fill customer's immediate needs, ESCO reaches into the four corners of the nation for a selection of the finest industrial items from brand name manufacturers. These items are purchased, paid for and stocked "on the shelf" in anticipation of the requirements of Dallas industry."

Special plants for engineering and tooling are also a part of Dallas modern in-

For instance, one side planer in Verson's plant at 8300 S. Central Expressway can machine weldments up to 72 feet long, 84 inches wide and 84 inches high. Many manufacturers use this planer, Verson's horizontal boring mill, largest in the west, and other giant tools.

Earlier this year, Verson became the only complete manufacturer of plumbing fixtures in Texas by opening a 60,000 square foot plant at Hearne, Texas, to manufacture vitreous china bathroom fixtures. Called Vitro-Tech Corp., it supplements Verson's Southern Porcelain Division, manufacturers of enamel-on-steel

This Lodge & Shipley Floturn machine was sold to Temco Electronics & Missiles Co. by Machine Tool Associates, Inc. Machine Tool was incorporated five years ago.



dustrial service complex. Verson Manufacturing Co., whose prime function is manufacturing processes for others, such as designing an entire plant including engineering, tooling, press equipment and work flow-charts, also performs some job work.

Its job work, however, is limited to projects of greater size and complexity than most plants can ordinarily handle.

This stock section at Bearing Chain & Supply shows scope of the bearing and power transmission lines carried by this specialized industrial service company.



New roller leveling equipment that cuts steel and aluminum sheets to exact size at Earle M. Jorgensen Company's plant.

bathtubs, sinks and lavatories. All fixtures are marketed nationally under the Premium Quality label.

Verson is in a unique position of being a manufacturer of steel forming tools and at the same time making a steel product itself. This intimate knowledge of drawing properties of steel enabled it to successfully create the revolutionary "Unitub," world's only one-piece bathtub. Generally considered to be Dallas' most complete general industrial service plant providing engineering, equipment and tooling in one package, Verson occupies a plant that encompasses more than 200,000 square feet.

Custom Manufacturing Company is another major Dallas industrial service

(Continued on page 86)



Depth of shelf space storing thousands of items at Engineering Supply Company warehouse shows supermarket concept in industrial supply stock of this Dallas firm.

POWER EQUIPMENT SPEEDS TEMPO

Fleets of fork-lift trucks, giant cranes, gravity conveyors, hand trucks and platform lifts, skids, pallets, special automatic scales, casters and dock-boards — these and numerous other items make up the basis of Dallas' material handling industry.

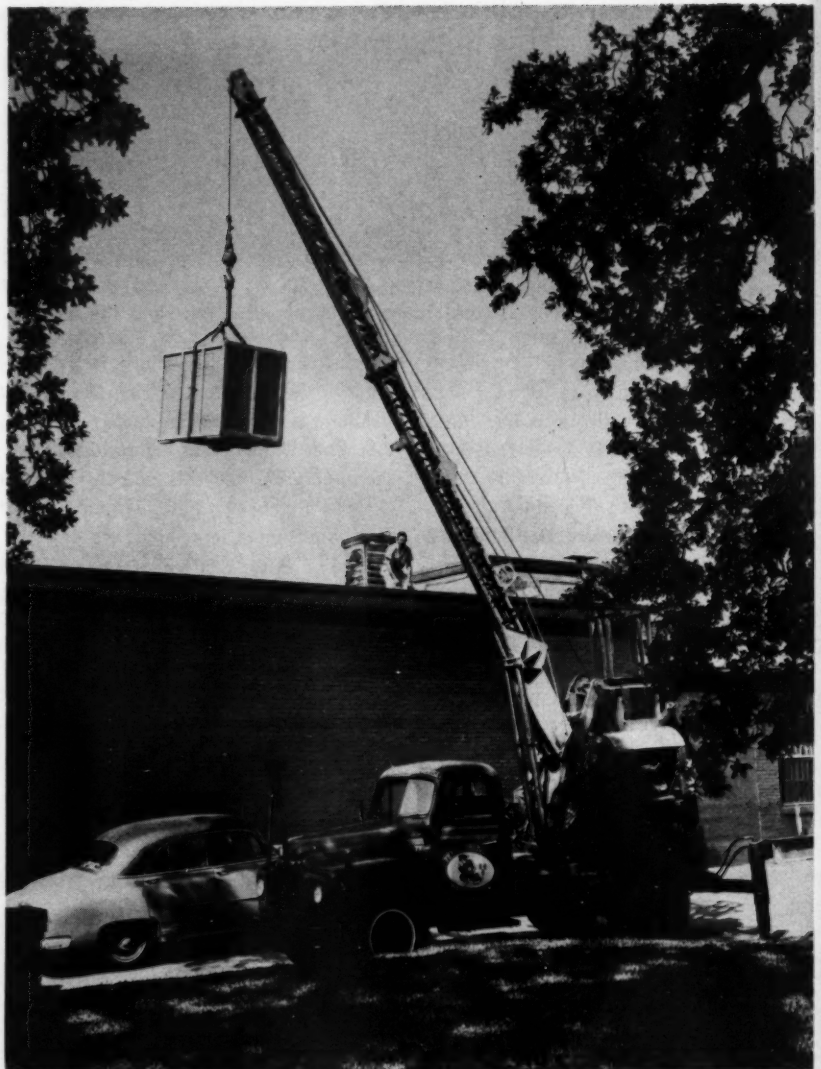
Forty-foot mobile Bucyrus-Erie Hydrocrane, right, swings air-conditioning unit to roof in a typical Texas Delivery Warehouse job involving material handling.



Section of large service department operated by Baker Industrial Trucks serves all makes of fork-lift equipment.

Such firms as Briggs-Weaver Machinery Co. and the Industrial Supply Division of the Murray Company are distributors of material handling equipment. Other specialized organizations such as Towne Industrial Equipment Company, Baker Industrial Trucks, Allied Materials Handling Systems, Inc., Mayse Industrial Equipment Co., W. A. Tayloe Co., A. C. Andrews Co., Dillon Scale & Equipment Co. Inc., Nicol Scales, Texas Delivery Warehouse and others make up this highly technical facet of Dallas industrial service.

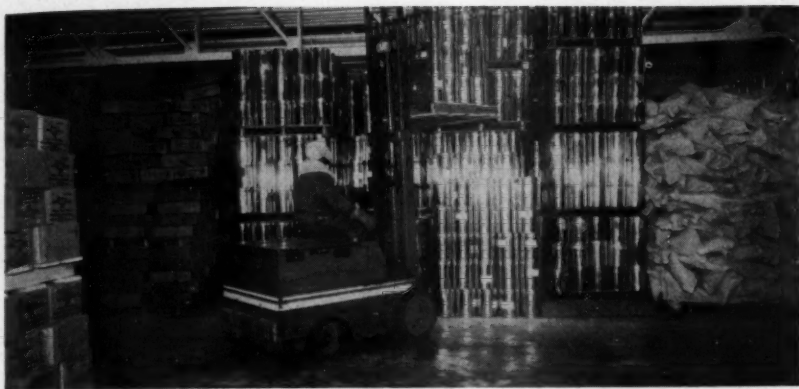
One of the largest installations of material handling equipment in the Southwest is in the mammoth Alford Refrigerated Warehouses which utilizes more than 54 Clarklift fork trucks. This involves electric-powered equipment for use



Lineup of Yale fork-lift equipment was made by Briggs-Weaver Machinery Co. in recent warehouse sale at 5000 Harry Hines.

Mayse Industrial Equipment Co. Mobilift equipment operates in Russell-Filler Flour Mill. Metal tote bins are seen in far background.





Clark Electric Fork-Lift, part of 50-plus gas and electric Towne Industrial Equipment Company fleet, operates daily in a freezer bay at Alford Refrigerated Warehouse.



Conveyor system in Bosco Bolt, Nut & Screw company plant was installed by the Dillon Scale & Equipment Company.



Big Joe Lift Unit sold by W. A. Tayloe Co., operates in Dallas plant of The Climate Supply Company at 3920 Main Street.

in freezer areas, and gas-powered equipment for use in dry storage areas. This equipment was installed for Alford by Towne Industrial Equipment Company.

Towne is regional distributor for Clark-lift equipment and is perhaps the largest material handling firm in the South. Towne maintains a \$100,000 inventory including equipment and basic parts.

Towne Industrial Equipment Company

also handles skid platforms, dock boards, conveyors and a complete line of material handling and storage equipment.

Baker Industrial Trucks, a Division of Otis Elevator, is also another leader in the Dallas material handling field. Baker handles gas, LPG, electric and diesel-powered fork-lift equipment, and represents such lines as The Moto Truck Co., Wayne Industrial Power Sweepers, American Pulley Co., M-H Equipment Co., and Rapistan Casters and Wheels.

Baker offers service on all types of material handling equipment and has one of the largest service departments in the Southwest. With 20 employees in its service department, the firm services all types of fork-lift trucks, rebuilds engines and refabricates trucks to customers specifications. Baker operates two completely equipped maintenance trucks for servicing of material handling equipment on a customers' premises.

Mayse Industrial Equipment Company is another relatively new Dallas material handling organization with the Mobilift line.

Mayse Industrial Equipment Company handles a complete line of fork-lift trucks, electric, LPG and gasoline; also conveyors, power floor sweepers, steel shelving bends, hand trucks, platform trucks, dock-

boards, tote boxes and storage bins, pallet trucks and hardwood pallets. The firm engineers layouts for equipment, and has a consulting service, lease plan and rentals. It also operates a complete service department for remanufacturing equipment back to standards.

Allied Material Handling Systems, Inc. is a growing material handling organization that has been serving Dallas since 1958. This firm offers a complete service on material handling and storage equipment, makes engineered layouts and has complete repair and parts facilities. It represents a large number of leading lines in the material handling and storage industry.

W. A. Tayloe Company is a rapidly expanding materials handling firm that is the largest distributor of hardwood pallets in the Southwest. Recently this firm has expanded its distribution of pallets from the Southwest to the West Coast, supplying this region from mills in East Texas and Arkansas which are the nearest hardwood sources to the Western States.

In addition to hardwood pallets, W. A. Tayloe Company has a complete line of materials handling equipment including lifts, pallet racks, tote boxes, warehouse trucks, conveyors, dockboards and related items of handling and storage equipment.

Dillon Scale & Equipment Co. is an organization that has been serving Dallas since 1920. This firm handles scales, conveyors, casters, warehouse trucks, dockboards and ramps, pneumatic tube systems, hospital, hotel and laundry equipment, appliance trucks, lifters, skids and pallets and other items.

This firm specializes in engineering and installation of pneumatic tube and conveyor systems and scale systems for special purposes.

A. C. Andrews Company is another major Dallas material handling organization. Their lines include hand trucks, fork-lift trucks, portable elevators, electric and gasoline platform trucks, skid platforms, conveyors steel strapping and tools and other material handling and storage equipment.

Nicol Scales Inc., is another Dallas firm allied with the material handling field. This firm sells everything from small laboratory scales to rail and motor freight weighing equipment. Their equipment also has automation features in large automatic scales for the precision weighing of products ranging from concrete mix to cattle feed.

STORAGE EQUIPMENT BROADENS SERVICE



Typical "Kee-Klump" tubular installation by L. R. Ward Steel Products Co. shows flexibility of equipment.



Interior of Texas Rubber Supply, Inc., warehouse shows sturdy-built racks and shelving installed by W. W. Cannon Co.



Stairway, railing and storage racks at Frontier Manufacturing Company shows the uses of "Slotted Angle" equipment.

Manufacturing and distribution of storage equipment is another fast-growing partner of the material handling and industrial supply industry in Dallas. Storage equipment includes everything from steel shelving to parts bins, storage cabinets and shop assembly work benches. It includes open and closed steel shelving, drawers, special racks, book-cases, steel lockers, self-service shelving, map racks and numerous custom built items. In terms of size, this equipment ranges from small drawers for storing minute items to massive racks loaded with tons of merchandise in distribution warehouses.

Dallas is the home of two fast-growing major manufacturers of storage equipment, Frontier Manufacturing Company and Inca Metal Products Corporation. Distributors and fabricators of storage equipment also include such firms as L. R. Ward Steel Products, Storage Equipment Co. Inc., W. W. Cannon Company and others. Many firms such as W. A. Tayloe Co., Allied Material Handling Systems, Inc. and others in the material handling industry also carry lines of storage equipment.

The new plant of Frontier Manufacturing Company at 11200 Mines Boulevard provides a case history of Dallas' development as a center for manufacturing storage equipment. This pioneer manufacturing organization is one of the largest manufacturers of storage equipment in the nation. Their 100,000 square-foot modern plant, set on a 13 acre site, is a model of straight line production. Frontier designs and manufactures commercial steel shelving, open-type commercial steel shelving, counter-type commercial steel shelving, closed-type, T-Type, Ledge-Type, closed in racks, parts and storage bins, vertical steel shelving, book cases, work benches and drawers, map racks, self-service shelving, electronic instrument work benches and custom built display items.

A new product at Frontier is their "Slotted Angle" line. This strong shelving, made up in 10 and 12 foot lengths, has the flexibility of lumber, can be cut with inexpensive equipment like asbestos siding and comes in 12 and 14 gauge steel. Like a large Erector set, this can be installed by unskilled labor for such uses as storage racks, cat walks, double decking, bar and

pipe racks and a variety of unusual combinations.

Frontier starts with raw steel and metal. It has its own massive shop equipped with shears, punch presses, brakes, spot welders and tool and die shop and other equipment. One of the features of its production line is a six-stage power washer and degreaser that phosphatizes the metal and forms a bond for paint. It has electrostatic paint spray units and thermostatic bake ovens that control temperatures within 5 degrees.

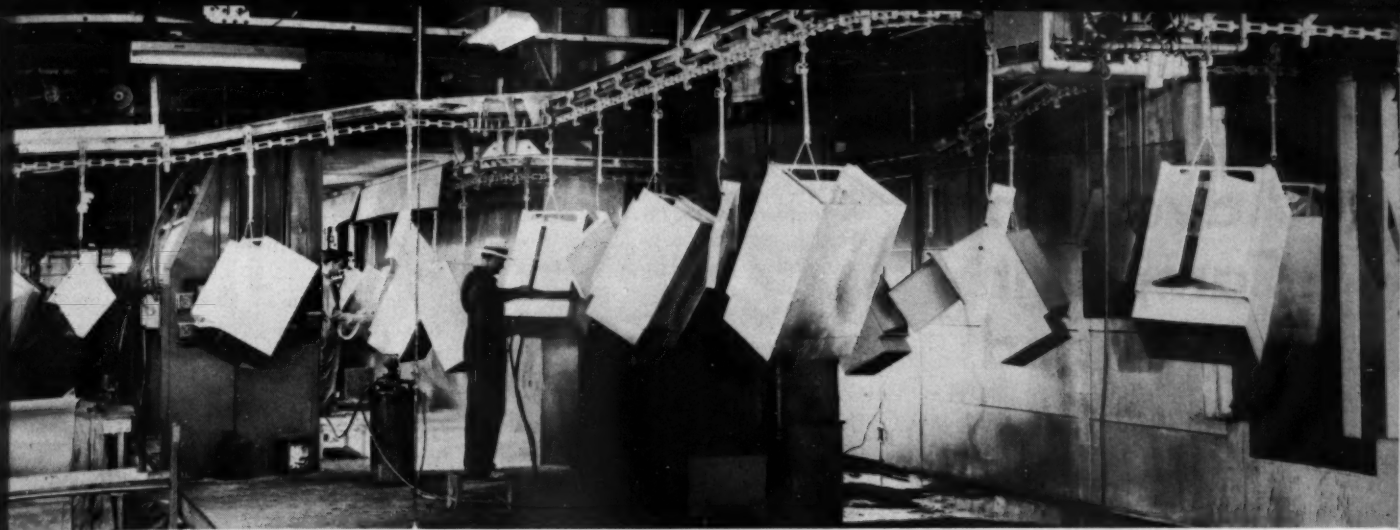
Inca Metal Products Corporation, located at Carrollton, has expanded its distribution and sales offices into 19 districts in the United States. The company now has complete sales coverage predominantly west of the Mississippi and south of the Mason-Dixon Line in the East.

Inca Metal Products Corporation designs and manufactures commercial steel shelving of all types, steel lockers, office storage cabinets, parts bins, display shelving and industrial work benches. The firm has recently added five new items including service carts, storage cabinets, book case units, tail pipe and muffler racks and tire racks.

The Inca Plant at Carrollton on Highway 77 occupies over 150,000 square feet. An additional 15,000 square feet are now being added to their warehouse facilities. This addition will incorporate covered loading docks and additional truck loading facilities to accommodate Inca's growing volume of business. Inca has been in the commercial shelving field since 1958. The company was founded in Birmingham in 1933 and moved to Dallas in 1949. At that time the firm served the home furnishings industry.

In the past year considerable volume has developed as far east as Florida and the Carolinas, and also on the West Coast, including the states of Washington and Oregon. Inca's distribution and volume has grown to over 4,000 active dealers in the automotive, office equipment, mill and industrial supply, material handling and school equipment fields.

L. R. Ward Steel Products Co. is one of Dallas' major material storage distributors and fabricators. This firm is now featuring a new line of "Kee-Klump" tubular structures to fill the needs of low-cost, flexible shelving, braces and sup-



ports. "Kee-Klamp" has a wide variety of uses, and can be built into roofs and angles to capture valuable warehouse space. There is no cutting involved and each job has a built-in safety factor to insure that it will carry large loads.

largest size bulk items on pallet racks.

Storage Equipment Company, Inc. also distributes work benches, stools, assembly bins and stock carts in wide use for assembly line operations. Their line also includes lockers for industrial, club and

Interior of Inca Metal Products Corporation at Carrollton shows one of their widely varied items on production line.



Section of production line at new plant of Frontier Manufacturing Co., one of nation's largest equipment builders.



Power and gravity conveyor at Penland Distributors, Inc. warehouse was installed by A. C. Andrews Company, large local firm.

W. W. Cannon Company is another major firm of storage and merchandising consultants. This firm features complete planning and installation service on steel shelving and parts bins, lockers, work benches and shop equipment. They also distribute such varied items as Acorn wire mesh partitions and folding gates, sturdy built storage and pallet racks and other planned storage features for industry and warehouses.

Storage Equipment Company, Inc. is another major Dallas distributor of storage equipment that began business in 1955. This firm specializes in the distribution of steel storage equipment for a wide range of materials from minute electronic parts in small drawer cabinets; through parts, fittings and packaged items in conventional steel shelving to the

institutional use. Their stock also includes wire mesh partitions for tool and stock rooms and service enclosures. This firm features large local stocks, layout service and trained installation crews.

Such firms as W. A. Tayloe Co. also handle storage equipment, including their "Flexangle" line which is used for such purposes as pallet racks, stock carts, drum racks, mezzanine floors and other uses.

The many-sided material storage industry is another facet of Dallas business that is growing in both production and distribution facilities to make Dallas a broader industrial service center.

Metal assembly tables, right, on Hermetic Seal Transformer Co. assembly line were installed by Storage Equipment Co.



By Industrial Dallas

Advertising Campaign Expanded

"This Is Dallas — A Great Place To Do Business" is the pace-setting theme for the second year of national advertising by Industrial Dallas, Inc.

Purpose of the campaign is to stimulate industrial growth . . . attract new jobs and payrolls . . . and diversify the economy by advertising the Dallas Metropolitan Area (Dallas, Denton, Collins and Ellis counties) as a location offering the most to new and expanding industries.

Some 200 Dallas business leaders late in October organized to seek funds for the expanded advertising campaign for the next two years. Organized teams of businessmen are presently making personal calls on potential subscribers to raise an additional \$400,000.

First advertisement in the second year's series of larger, harder-hitting messages was a two-color spread in the October issue of *Fortune* Magazine. The advertisement featured an aerial view of downtown Dallas, "where a new skyline of 39 major buildings has grown within the last ten years."

The text noted ten-year increases for Dallas County of 53 per cent in population, 83 per cent in wholesale sales, 93 per cent in retail sales and 121 per cent in manufacturing employment, 119,500 new dwelling units and 8½ million square feet of new manufacturing facilities.

Current advertisement in the series is a full-color, two-page spread in *Fortune* (see insert opposite) which pinpoints the Dallas area working force.

Subsequent advertisements will high-

light industrial locations and lower industrial construction costs, plus factors of living conditions, and Dallas' position as a marketing center unequalled anywhere in the southern half of the U. S. east of Los Angeles.

Industrial Dallas, Inc. is a non-profit corporation organized by directors of the Dallas Citizens Council and the Dallas Chamber of Commerce to supervise the advertising campaign.

C. A. Tatum, president of Industrial Dallas, Inc., said, "Gratifying results of the organization's work during its first year of advertising has presented persuasive evidence that the city's advertising campaign should be stepped up in its second and third years."

Mr. Tatum predicted that the campaign for the next two years will be even more fruitful because of its dramatic nature and the cumulative effects resulting from continuity.

The advertising is appearing in national business publications, which place the Dallas story before decision-making executives as they plan for unprecedented industrial expansion in the 1960's, Tatum said.

Publications on the advertising schedule to date have included, in addition to *Fortune*, *U. S. News & World Report*, *Business Week*, *Harvard Business Review*, *Wall Street Journal*, *Plant Location*, *Industrial Development*, and others.

Executives responding to IDI advertisements are followed up with the full story of Dallas' dependable business climate, the Dallas-Southwest market, and other competitive advantages of the area.

Logical prospects thus located are invited to Dallas by the Industrial Department of the Dallas Chamber of Commerce for on-the-spot inspections of sites, existing buildings or office locations, and for face-to-face discussions with Dallas business leaders.

As these new businesses decide on the move to Dallas, the results will be more construction, more jobs and payrolls,

more stable growth, more diversification, more progress and prosperity for everyone, Tatum said.

"Now is the indicated time for an aggressive increase in the tempo and tone of Dallas' advertising program," Tatum added.

"In any issue of almost any national magazine read by business executives will be found a variety of advertisements extolling the virtues of this or that community or area for industrial expansion. As far as statistics go, Dallas has many worthy competitors.

"But Dallas has more. It has something else which could be called 'The Dallas Spirit.' It is this 'something else' that is now being sold through the look and format of the advertising which represents 'Big D'.

"Big things are happening here. We are a city on the move. You can feel it, walking down the street. It is in the air all around. It's the Dallas spirit.

"We are moving so fast in Dallas today that scarcely anyone takes time to figure out where we are or where we've been. Everybody is too busy looking ahead at where we go from here.

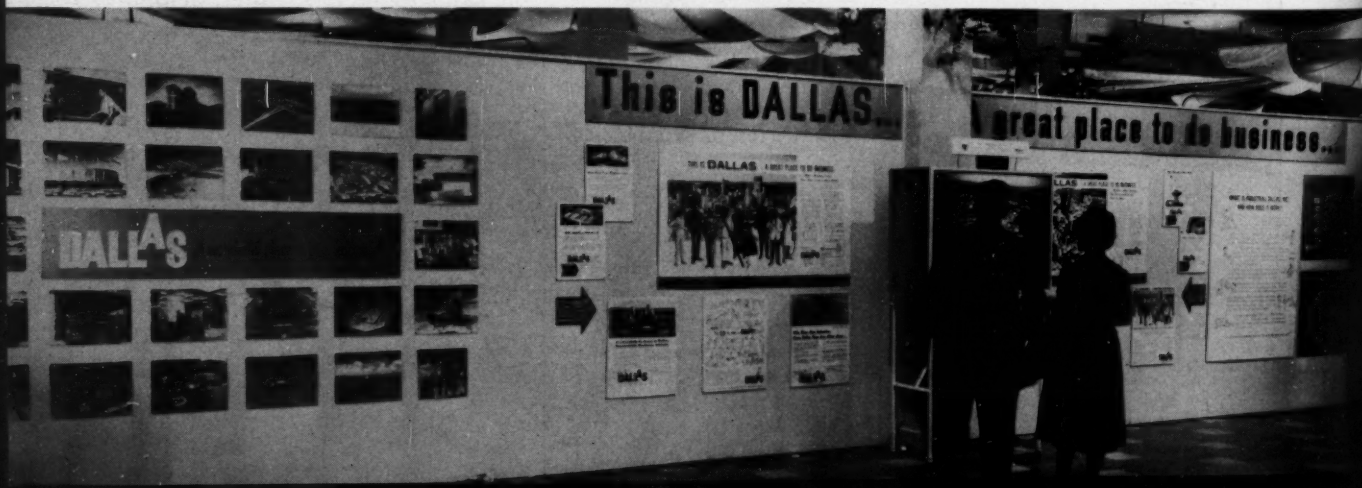
"Our expanded program for 1960-61 will tell Dallas' story as it really is — a dynamic city with plenty of room for growth."

The three-year Industrial Dallas advertising campaign, costing \$600,000, is made possible through subscriptions from Dallas businessmen who "put Dallas on their payroll" to finance the effort.

"These businessmen understand that they are making a sound advertising investment to help assure the development and prosperity of their own businesses — as important as any advertising they buy for themselves," Tatum said.

He noted that today some 6400 cities, areas and states are conducting industrial development campaigns with an estimated total expenditure of \$80 million annually.

This 35-foot display in the Electric Building presented the story of Industrial Dallas, Inc. to thousands in October at the State Fair.



THIS IS DALLA



AS... A GREAT PLACE



*This Full-Color 2-Page-Spread
Advertisement Reprinted from
FORTUNE, November, 1960*

AT PLACE TO DO BUSINESS

... With a Working Force That Likes to Do a Day's Work!

When you do business in Dallas, the first thing you feel is the spirit. The atmosphere of prosperity and progress. The climate of harmony and cooperation. *And this spirit is mirrored in the working force!*

Dallas workers are interested in producing. They take pride in their jobs, their companies, their products. This attitude is encouraged by labor laws that are recognized as fair to both employees and employers.

Read these comments of a cross section of Dallas employers, all of whom also have operations elsewhere:

"Dallas area labor has shown a willingness to work beyond that of any labor force with which I have been associated."

"The job stability that comes from worker flexibility is understood and appreciated by most of our workers."

"Workers in the Dallas area generally are willing to put in a good day's work, and they have a high degree of learning capacity."

And look at some of the tools that are available to industries and their employees in Dallas:

Dependable business climate, with equitable and stable taxes.

Superior transportation and communication.

Location central to both the Southwestern and national markets.

A quality market that's alive, full of zest, and with money to spend.

Competitive financing and construction.

Modern industrial environment—new and functional facilities, planned for maximum efficiency... smog-free, soot-free settings for 1960-type manufacturing operations.

A complete range of industrial sites, from raw acreage to America's model industrial parks.

A wonderful place to live, work, and rear a family.

Isn't this a great place for you to do business? Want more details?

THE RECORD

MAN-DAYS IDLE PER EMPLOYED WORKER

(Total of all Work Stoppages)

Year	Dallas	Texas	U. S.
1958	.041	.311	.473
1956	.076	.361	.643
1954	.151	.298	.465
1952	.115	.550	.694
1950	.210	.400	.869

Source: U. S. Bureau of Labor Statistics and Texas Employment Commission.

To Sell and Service
— The Dallas Southwest
— The National Market

DALLAS

... Offers Dependable

Business Climate and
Tangible Competitive
Advantages

Write or
Telephone Riverside 7-8451

Industrial Dallas, Inc.
202 Chamber of Commerce
Dallas 1, Texas

Please send me Facts on Dallas' Dependable Business Climate.

Name

Firm

Address

City Zone State

THE
FACTS ON
DALLAS'
DEPENDABLE
BUSINESS
CLIMATE





A MAJOR WHOLESALE AND DISTRIBUTION CENTER

(Editor's Note: This is the fifth of a series of nine articles on the basic Dallas information brochures being used to answer initial inquiries in the Industrial Dallas national advertising campaign. While many of the facts contained in the brochures are familiar to Dallas businessmen, each of the nine contains fundamental information that every Dallasite can use in selling the city. This booklet, "A Major Wholesale And Distribution Center," contains information on all aspects of wholesale and distribution activities: business volume, types of operations, territory served, mart facilities, merchandise shows, service and buildings and public warehousing.)

For more than a third of a century national firms have recognized Dallas as the logical wholesale distribution center for the Dallas Southwest—a rich market which must be served from within.

About 17½ million people spend \$26¼ billion a year in the Dallas Southwest primary market area—Texas, Oklahoma, Arkansas, Louisiana, and New Mexico—and an additional 17 million people spend \$24¼ billion in its secondary market area. Dallas is the crossroads, the trade center, of this area. No other city in the South attracts such a wealth of buying power for its wholesalers and distributors.

In Metropolitan Dallas approximately 3,000 wholesale establishments do a business in excess of \$4 billion annually.

They are here, however, not only because of this volume, but also because they can serve the Southwest market faster, more efficiently, more economically, and more profitably from Dallas than from any other city. Reasons why include:

1. Strategic location in the heart of the market.

2. Planned facilities, including more merchandise mart operations than in any other city except Chicago.

3. Services responsive to distributors' needs in banking, transportation, communications, warehousing.

4. Natural gravitation of wholesale buyers to Dallas, attracted by the presence here of so many wholesalers and so many lines of market-right merchandise.

As a result, Dallas has long been the largest wholesale center in the Southwest. It ranks 12th nationally in sales and leads the Southwest's major metropolitan areas in wholesale establishments, wholesale sales, and per capita wholesale sales. It is the country's third largest market city in apparel, gifts, and furniture.

Major market seasons or merchandise shows are in progress in Dallas during almost half the weeks of the year. These events attract a total of about 70,000 buyers annually from 39 or more states and several foreign countries.

From the viewpoint of the Southwestern buyer, Dallas offers a place where he can buy nearer home, at less expense. He

can buy more often, keep lower inventory, use less capital, and increase his turnover and profits. In Dallas he can choose from more and more lines of merchandise geared to the tastes and needs of his particular customers.

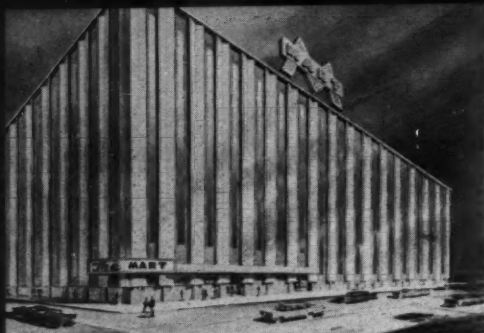
The 1958 Census of Business disclosed that 2,712 wholesale establishments in the Dallas Standard Metropolitan Statistical Area in 1958 handled over \$4 billion of goods. This was 28% of total wholesale sales for the state, and well above the total wholesale business transacted in any other Texas area. A complete report on this Business Census report can be found on the following pages.

To some extent the census understates the Dallas wholesale trade picture since non-store wholesalers, particularly independent salesmen and brokers, were not included.

Continued Growth

During 1959 an average of 25 new wholesale concerns opened in Dallas each month, attracted not only by the opportunities but also, no doubt, by the presence and success of competition here. The number of new wholesale concerns by types opening in Dallas during the last five years is shown below:

	1955	1956	1957	1958	1959
Sales branches and offices	86	83	95	95	106
Merchant wholesalers	79	64	90	94	130
Agents and brokers	34	24	23	45	66



Dallas Merchandise Mart, in downtown district, houses showrooms for apparel, gifts, textiles and many other items.

Prospective buyers jam Automobile Building at Fair Park during Southwest Metals Show. Other shows are held at Park.



The Decorative Center, in the Trinity Industrial District, contains 95,000 square feet of floor area where 115 decorator lines of furniture, furnishings, and fabrics are on permanent display. The Center is designed to provide a Southwestern focal point to which decorators may bring clients for comparative selection of all items required in home furnishings and decorating.

The Homefurnishings Mart, on Stemmons Expressway, contains 434,000 square feet of floor area where about 350 lines are displayed in permanent showrooms. The Homefurnishings Mart is second only to the Chicago Merchandise Mart among the country's furniture centers.

The Trade Mart, near the Homefurnishings Mart contains over 900,000 square feet of area in which are shown more than 2,000 lines in hard goods, giftwares, and homefurnishings.

Area Served from Dallas

A survey of 1,122 wholesale operations in Dallas revealed that the primary market area consists of Texas, Oklahoma, Arkansas, Louisiana, and New Mexico. This is one of the fastest growing areas in the nation, and one of the richest.

From 20% to 50% of the firms serve

the secondary area of Tennessee, Mississippi, Alabama, Missouri, Kansas, and Colorado. Dallas wholesalers have expanded so rapidly into this market during recent years that it is possible one or more of these states eventually may be included in the primary market.

Approximately 14% of wholesalers reported serving various points in the tertiary market of Arizona, Georgia, Florida, Nebraska, California, South Carolina, North Carolina, Wyoming, Illinois, Iowa, and Mexico.

Trade Marts

Because of Dallas' trade mart facilities and schedule of trade shows, a heavy concentration of retail store buying power is in the city almost continually. Dallas is where major retail accounts in the Southwest do their comparison shopping and buying.

The four merchandise mart operations — Merchandise Mart, Decorative Center, Homefurnishings Mart, and Trade Mart — contain more than 2 million square feet of air conditioned permanent showroom space and house more than 10,000 merchandise lines.

Marts are open to bona fide buyers from retail merchandise outlets. The

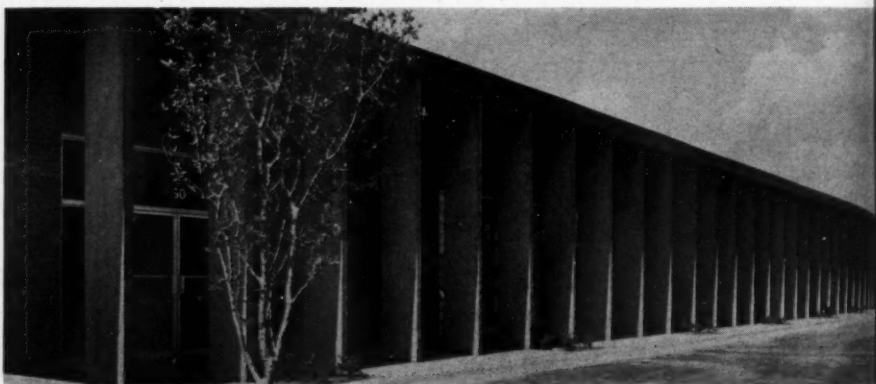
Memorial Auditorium, State Fair Park exhibit buildings, Market Hall and downtown hotels, make it easy for Dallas to handle any type of trade show.

The new 67,500-square-foot Market Hall, adjacent to the Dallas Trade Mart and Dallas Homefurnishings Mart provides temporary exhibit space for Southwest Furniture Market, Home Show and Boat Show.

Major exhibitors in downtown hotels include members of the American Fashion Association, and the two principal gift show associations — Dallas Gift Show, and Allied Exhibitors, Inc.

Week-long women's apparel and children's showings (the Greater Dallas Fashion Market) are held four times a year and represent one of the top three attendance makers for all Dallas markets. Manufacturers agents who belong to the American Fashion Association show in temporary space at the Adolphus and Baker Hotels. The National Fashion Exhibitors of America show concurrently at the Merchandise Mart.

The Southwest Men's Apparel Club holds three markets a year. Between 380 and 450 exhibitors show their lines in mid-town hotels.



This is one building of a quadrangle occupied by the Decorative Center of Dallas, a leading mart for the Southwest decorator trade. It is in Trinity Industrial District.

Homefurnishings Mart does business only on specific market days. The others, however, are open five days every week.

The Merchandise Mart, in the downtown area, provides 670,000 square feet of floor space for display of some 6,500 lines, primarily soft goods and gift wares. Here is housed the membership of the National Fashion Exhibitors Association, representing several thousand lines of women's and children's apparel.

Other Exhibit Space

These permanent facilities, augmented by temporary exhibit space in the Dallas

1959 Schedule of Markets, Shows

The schedule of markets and merchandise shows in Dallas for 1959 included:

January — National Association of Variety Stores, Southwest Men's Apparel Club, Southwest Furniture Market, American Fashion Association, Dallas Fashion Center, National Fashion Exhibitors, Southwest Children's Wear, and Southwest Curtain, Drapery and Upholstery Market.

February — Fall Fabrics and trimmings Market, Allied Gift and Jewelry Show, and Dallas Gift Show.

May — Southwest Shoe Travelers Association, Southwest Men's Apparel Club, American Fashion Association, Dallas Fashion Center, National Fashion Exhibitors, and Southwest Children's Wear.

July — Christmas in July Gift Market, Southwest Furniture Market, National Association of Variety Stores, Spring Fabric and Trimmings Market, and Southwest Curtain, Drapery and Upholstery Market.

August — Southwest Tackle Market, American Fashion Association, Dallas Fashion Center, National Fashion Exhibitors, and Southwest Children's Wear.

September — Allied Gift and Jewelry Show, Dallas Gift Show, and Fall Toilet Goods Show.

October — Southwest Men's Apparel Club.

November — American Fashion Association, Dallas Fashion Center, National Fashion Exhibitors, Southwest Children's Wear, and Southwest Shoe Travelers Association.

December — Southwest Athletic Goods Market.

Facilities Geared to Wholesaling

Trade and distribution have always represented Dallas' greatest strength. Aggressive promotional campaigns and emphasis on efficient service have steadily expanded these activities.

Dependable transportation service, service, plentiful hotel accommodations, ample housing space for new firms, and compatible banking services — all contribute to Dallas' dominance as the major wholesale distribution center between the Mississippi River and the Pacific Coast.

Hotels

Dallas is well equipped to be host to the thousands of buyers who attend markets here. The city has the most extensive



World's largest public cold storage warehouse (foreground), Alford's Refrigerated Warehouses, Inc., adds to Dallas' reputation as Southwest warehousing center.

modern hotel and motel facilities in the South. These include the recently-completed Statler Hilton (1,001 rooms) and Sheraton-Dallas (600 rooms). Buyers use free bus service from downtown hotels to the various marts.

About 8,000 Class-A hotel and motel rooms are available in Dallas. More are being built — some of them near the marts for the convenience of buyers.

Warehousing Center of Southwest

Public warehousing space in Dallas — including that of the world's largest cold storage plant — totals more than 3 million square feet. Six leading Dallas public warehouses move an estimated 7 billion pounds of goods daily, with maximum efficiency and economy.

Big mechanized warehouses offer such specialized services as pool car distribution, breaking up shipments, shipping, accounting, billing, collecting, depositing, and financing of inventories.

In one Dallas public warehouse, a leading national food processor, for example, receives full carloads of products from his 15 plants, then reships them as mixed cars carrying as many as 150 items. This gives

the manufacturer the benefit of carload rates all the way from plants to retail outlets.

The frozen food products division of still another famous processor uses a Dallas public warehouse to perform an egg breaking and freezing operation. Millions of eggs, brought to Dallas during spring and early summer, are broken, churned, blended, packed into 30-pound tins, and quick frozen.

Dallas public warehouses serve as regional offices for divisions of such firms as Armour & Co., The Nestle Co., Pet Milk Co., Minute Maid Corp., Sunkist Growers, The Great Atlantic & Pacific Tea Co., and Youngblood's Fried Chicken. They are also used as headquarters by many brokers and manufacturers agents.

Transportation

Carriers for more than 50 years have built up their facilities and services to meet the needs of wholesalers in Dallas. Dallas business leaders — always conscious of the strong interrelationship between wholesaling and dependable

(Continued on Page 84)

The \$18,000,000 Dallas Trade Mart contains four floors (920,000 sq. ft.), houses some 1,500 showrooms and exhibits of varying sizes, and serves as a market place for wholesalers of gifts, appliances, decorative accessories, furniture, and other items.





REPUBLIC NATIONAL BANK OF DALLAS

STATEMENT OF CONDITION

September 30, 1960

RESOURCES

Cash and Due From Banks	\$ 279,577,031.38
U. S. Government Obligations	
Direct and Fully Guaranteed	145,099,714.18
State, Municipal and Other Securities	11,991,460.97
Stock in Federal Reserve Bank	3,060,000.00
Loans and Discounts	571,261,729.42
Bank Building and Equipment	23,478,984.44
Acceptances — Customers' Account	16,151,016.08
Other Assets	2,830,285.29
TOTAL	\$1,053,450,221.76

LIABILITIES

Capital	\$ 47,333,220.00	
Surplus	54,666,780.00	
Undivided Profits	4,583,911.87	\$ 106,583,911.87
Reserve for Contingencies	14,083,061.93	
Reserve for Taxes, et cetera	8,239,805.69	
Acceptances — Outstanding	16,261,016.08	
Federal Funds Purchased	40,000,000.00	
Deposits:		
Individual	\$639,189,261.93	
Banks	196,144,043.89	
U. S. Government	32,949,120.37	868,282,426.19
TOTAL		\$1,053,450,221.76

MEMBER FEDERAL DEPOSIT INSURANCE CORPORATION

CAPITAL AND SURPLUS \$102,000,000 ★ LARGEST IN THE SOUTH

DALLAS • OCTOBER, 1960



Above: left to right background, Examiner Herbert K. Bryan; Dallas witness, Joe C. Thompson, Jr., President, the Southland Corp.; and Dallas Aviation Attorney George S. Terry.

Right: A group of Dallas business leaders waiting to be called to the witness stand. Left to right, front rows: W. C. Smith, E. J. Wacker, Jr., David J. Kerr, Earl Baccus, H. E. Doane and Edgar Kraus.



Vital Issues for Dallas

THE SOUTHWESTERN AREA CASE

Dallas' role as a focal point for business activities in the Southwest was emphasized in the Examiner's Hearing in the Southwestern Area Local Service Case, which was held in Houston, Dallas and Amarillo during October. The air service proceeding involves a complete review of local (feeder air line) routes in Texas and parts of New Mexico, Colorado, Oklahoma, Arkansas, and Louisiana.

Some 60 communities in the six states presented their cases to CAB Examiner Herbert K. Bryan in the field hearings in the three Texas cities. The air carriers will present their cases in a hearing to begin in Washington on October 31. The Washington portion of the hearing is expected to consume most of November.

The Southwestern Area Case is of major importance to Dallas, since Dallas is the No. 1 traffic generator on each of the local air service systems in Texas.

Eighteen Dallas businessmen testified in the hearing at Dallas, regarding their business requirements for air service with other Southwestern cities. The 18 Dallas witnesses reported business travel during the past year with 65 different cities within the area involved in the proceeding.

The Dallas witnesses were: James W.

Aston, President, Republic National Bank; E. Wacker, Jr., Assistant to the Senior Vice President, Mobil Oil Company; Harold M. Young, Special Representative of the President, The Murray Company of Texas; H. E. Doane, Assistant Division Manager, Dallas Division, Halliburton Oil Well Cementing Company; J. C. Thompson, Jr., President of the Southland Corporation; Edgar Kraus, General Manager, Producing Department, Atlantic Refining Company; W. C. Smith, Senior Vice President, Delhite-Taylor Oil Corporation; David J. Kerr, Executive Assistant, Southern Union Gas Company; Charles Powers, Assistant to the Chairman of the Board, Reserve Life Insurance Company; C. A. Tatum, President, Dallas Power & Light Company; Earl Baccus, Area Personnel Relations Supervisor, Southwestern Bell Telephone Company; W. E. Moss, Territorial Traffic Manager, Sears Roebuck & Company; L. T. Potter, President, Lone Star Gas Company, President of the Dallas Chamber of Commerce; W. D. White, member of the law firm of Turner, White, Atwood, McLane & Francis; Dan C. Williams, President, Southland Life Insurance Company; Ralph Ness, Assistant District Sales

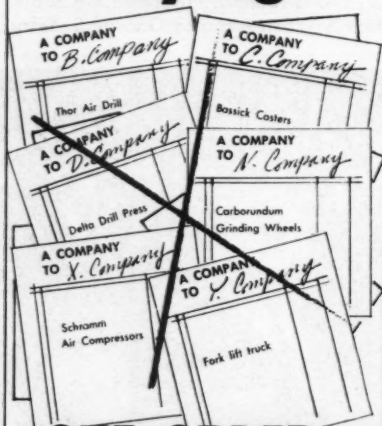
Manager, Dallas District, Graybar Electric Company, Inc.; A. E. Fulton, Assistant to Controller, Armour & Company; and Dr. R. H. Fletcher, Dallas Branch Manager of Rohrer, Hibler & Replogle.

The Dallas exhibits and technical testimony were presented by four witnesses; James C. Buckley, President of James C. Buckley, Inc., Transportation Consultants to the City of Dallas and Dallas Chamber of Commerce; George P. Coker, Jr., Aviation Director for the City of Dallas; Andrew DeShong, Assistant General Manager of the Dallas Chamber of Commerce; and Kenneth P. Tubbs, Transportation Manager of the Dallas Chamber of Commerce.

The Southwestern Area Local Service Case involves issues of new authorizations for a number of communities in the Southwest; re-assignment of a number of local service points for which Continental Airlines is presently certificated; issues of suspension of trunkline service at a number of cities, including Wichita Falls, Waco, Galveston, Texarkana, and Pueblo, Colorado; and issues of competitive service authorizations between Dallas and Houston, Dallas and San Antonio and Dallas and Shreveport.

CUT OVERHEAD
WITH

Simplified Buying!



**ONE ORDER
does it all!**



one requisition, one receiving,
one invoice, one payment...

**A minimum of bookkeeping
A maximum saving**

Plus large stocks always on hand
... fast delivery ... product in-
formation ... engineering serv-
ice ... quality products.

Buy from



Industrial Supplies, Tools and Equipment

Dallas — 5000 Hines Boulevard — LA 8-0311
Fort Worth — 222 N. University Drive — ED 6-5621
Houston — 300 S. 67th Street — WA 8-3361
Beaumont — 1005 S. 4th Street — TE 8-5261

CITY HALL REPORT:

Editor's Note: This is the third in a series of articles outlining the activities of citizens who work on municipal committees and boards to make Dallas a desirable and dynamic city in which to live and do business.

Dallas Library Board of Trustees

Jack E. Gilbert
John Plath Green
Mrs. Edward W. Hard
Sidney Latham

Hawkins H. Menefee
John Read
Mrs. David W. Schultz
R. L. Thomas

T. D. Thomas, Sr.

Dallas is known for high standards — commercial, cultural and civic. As a first-rate city, Dallas depends heavily on the informational resources accessible to all its people through its public library system.

Since 1901, when it was opened, the Dallas Public Library has become an important governmental unit with a million dollar budget. It now has over 186,000 registered borrowers and circulates more than 1,645,000 books per year. Its staff of five in 1901 has grown to 180, while physical facilities have expanded beyond the Main Library to five branches and three bookmobiles.

The Library Board of Trustees has direct responsibility for the Library's operation and development. The nine members of the Library Board are appointed for two-year terms by the City Council and serve without pay. City Ordinance assigns the Library Board the following authority: to make and enforce rules necessary for efficient operation; to define the powers and duties and to elect and remove Library officers and assistants and to fix their salaries; to purchase and preserve books and materials; to authorize the expenditure of Library Fund money; and to establish additional branches when needed.

Two standing committees — the Administration Committee and the Budget and Finance Committee — are specified in the By-Laws of the Library Board. Special committees are appointed whenever needed.

City growth has far outstripped the expansion of library resources and services. Consequently, the struggle to keep up has complicated the Board's problems. Sites for branch libraries and censorship are

frequently recurring problems on which the Library Board consistently works for the best interests of all the people of Dallas.

The Library Board's forward-looking attitude has been shown many times. Often, it is aided by private groups such as the Friends of the Dallas Public Library. The "Friends" are an interested group of citizens organized in 1950 to promote the welfare of the Library and make the Library's needs known to the public. Any person interested in the promotion of library services in Dallas and who pays the annual dues is eligible for membership in the Friends. There are well over six hundred Friends at present, with steady growth anticipated.

The Friends' first achievement was the purchase of a bookmobile in 1950. Since that time, they have aided the Board by supporting bond issues, financing library and branch library surveys, and contributing funds for various special purposes. In 1951, on request of the Library Board, the Friends of the Dallas Public Library raised \$3,000 by subscription and dues to secure qualified experts to survey the Dallas system. The survey was carried out in 1952 by Dr. Joseph L. Wheeler of Baltimore and John Hall Jacobs of New Orleans. Again in 1957 the Friends sponsored a survey, this time of branch service, by Dr. Lowell A. Martin.

The 1952 survey led to the construction of the present Main Library, while recommendations of the 1957 branch survey are long range and will require years to implement.

According to survey recommendations, Dallas will need a minimum of fourteen branch libraries by 1970 to serve the expected population of 900,000. The 1958

Capital Improvement Program, approved by the citizens of Dallas, contained \$1,000,000 for the Library System. Funds from this issue were allocated to buy six sites and build two new branches. September, 1960, saw the ground breaking ceremonies for two branches—Pleasant Grove and Walnut Hill. Three other sites have been purchased and buildings will be erected as funds become available.

Along with branch expansion, the Dallas Public Library Board has devoted much attention to the strengthening of the resources of the Main Library. Recently a new concept of library service has been developed; that of considering a Library System as a cultural service rather than just an information center. With this expanded concept the Dallas Library System has broadened its base of service to include paintings, rare books, and records, as well as films. Special exhibits have also been arranged as matters of interest to adults of the city.

The present main effort of the Library Board is to achieve balanced distribution of branches and a carefully chosen selection of research materials in the Main Library. Since business activity is high in Dallas, a strong collection of business, economic, and industrial materials has been stressed. This is in addition to the constant attention given to meet the needs of Dallas on general education, information, and research.

By such programs of expansion and improvement in services, the Library Board is developing a system that will meet the desires of the citizens of Dallas.

A NEW LOCATION

We are now better equipped than ever to serve you in our new location at 4309 Avondale.

This modern plant also houses our files of a Half-Million Negatives of Old Dallas pictures, indexed by firms.

Call us for Old Pictures — and for prompt and dependable photographic service on today's requirements.

Call LA 8-4211

Since 1911

Frank **R**ogers, **AND SON**
PHOTOGRAPHERS

4309 Avondale * Dallas

invest
and

earn **4%**

current rate
compounded
semi-annually

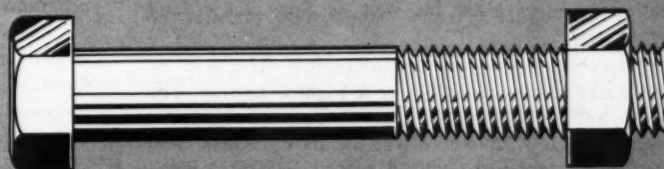


Metropolitan

FEDERAL

SAVINGS & LOAN ASSOCIATION
1400 MAIN STREET • DALLAS 2, TEXAS • RI1-5101

IT'S THE BEST...



IT'S FROM BOSCO!

Whatever your fastener needs... from a single 24-inch machine bolt to ten thousand 1/8-inch set screws, regardless of the size, head style, finish or quantity... you can depend on Bosco for the finest, because *quality is a tradition at Bosco!*

For overnight shipments from the newest and most complete industrial fastener warehouse in the Southwest...

Phone HA 8-5156 Dallas or CR 5-1011 Fort Worth
In Houston... Dial 110 and ask for Enterprise 1981



BOSCO

BOLT • NUT • SCREW CO.

1900 SOUTH CENTRAL EXPRESSWAY
P.O. BOX 1424 • DALLAS 21, TEXAS

DALLAS and SMU:

"Inseparably Linked Together"

Sustentation Fund Drive Support Means "Margin of Excellence" to Southern Methodist University.

SMU will open the annual Sustentation Fund Drive in Dallas with the traditional "Kickoff" luncheon at the Sheraton-Dallas Hotel November 7.

The more than 500 Dallas business and civic leaders who conduct the yearly fund drive for SMU will hear Dr. Frank H. Sparks, dynamic president of the Council for Financial Aid to Education in New York, as well as Sustentation and university officials.

General chairman of the '60-'61 Sustentation drive is C. A. Tatum, president of the Dallas Power & Light Company. The goal is \$425,000, an increase of \$50,000 over the \$375,000 sought last year. The 1959 drive was the most successful in the history of Sustentation, with a record \$380,000 being contributed by friends and alumni of the university.

The amount asked of Dallas this year represents 5% of the record \$8,764,777 budget for the current academic year. In all, 15% of SMU's operating budget must come from gifts to breach the gap between endowment and tuition funds and what it actually costs to educate the 6,000 on-campus and the 4,000 downtown students enrolled in SMU. The increase in the Sustentation goal is vitally needed to maintain exciting new programs in graduate studies, research, and other fields through which SMU is becoming a university in the fullest sense.

As a private institution, SMU has relied on Dallas to provide this "margin of excellence" since the Sustentation drive was initiated by Bishop Hiram A. Boaz in 1939.

On the other side of the coin, the university is directly responsible for adding more than \$25,000,000 each year to the Dallas economy.

But this is only slight indication of SMU's contributions to her community.

In addition to basic classroom activities on the Hilltop and downtown College, SMU plays a significant role in the growth

of Dallas and this region with a vast array of community services, by acting as a center for essential research in science, engineering, the social sciences, and the humanities, opening its laboratories and libraries in cooperation with local business and industry, and by a strong cultural program in the arts, much of which is made available to the people of Dallas. New programs and facilities such as the Southwestern Graduate School of Banking, one of five such advanced schools for bank officers in the nation; the science information center of the Graduate Research Center, now under construction; and the proposed \$4,500,000 fine arts center, constantly strengthen these ties.

The theme of this year's Sustentation drive reflects this spirit of mutual respect and cooperation which has existed between the city and the university ever since Dallas helped bring in the new school and provide her first endowment and first building, historic Dallas Hall, just fifty years ago. The theme for Sustentation this year is "Dallas and SMU; inseparably linked together for mutual benefit."

Aiding Mr. Tatum in key roles in the Sustentation effort this fall are the following division chairmen:

Lawrence Pollock, Division I; Gordon Cullum and Frank Heller, Division II; Gordon Durden, Division III; George L. Dahl, Division IV; Harlan Ray and R. L. Foree, Division V; and H. Lou Morrison, Jr. and Ralph Brinegar, Division VI.

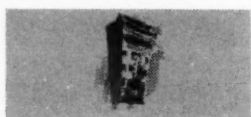
George P. Cullum, Sr. is chairman of a new special Sustentation to be known as the "M Squad."

Southern Methodist University has grown in the past 50 years to fit the vision of a university of academic excellence and firm moral basis which its founders and its friends envisioned.

SMU and Dallas will continue to be linked in this tradition of mutual respect, support and understanding.



Unchanged through 70 years... Volk's philosophy



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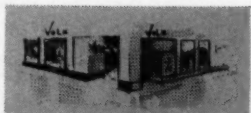
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Past Associate Chairman Jim Layne expresses appreciation from the committee to head table guests for participation in September luncheon. Left to right: Norman Abbott, Wm. J. Burns Detective Agency; Keith Baker, Vought Industries, Inc.; Judge John Mead, Dallas County; Quintuple Life Member and Past Chamber President 54-55 Jerome K. Crossman, Ryan Consolidated Petroleum Corp.; James M. Collins, Fidelity Union Life Insurance Co.; Jim Layne; Chamber Director Vance Foster, First National Bank of Dallas; Chamber Vice President Avery Mays, Avery Mays Company; W. D. Coursey, Texas Instruments, Inc.; J. Ben Critz.

Committee Sets Goal

The 1960 Membership Committee continues to steadily progress toward its self-imposed goal of sponsoring 2,300 memberships. As of September 1st, the Committee had sponsored 1,984 which is the highest for the first nine months of any year, with the exception of 1957, when during the first nine months, the Committee sponsored 2,123 memberships, lacking only 316 of making its annual goal. The 1960 Committee is "pulling all straps" in an endeavor to "wrap it up" by November 1st.

Holders of the President Potter No. 1 Trophy as of October 1st were Section No. 4, Vice Chairman James C. Henderson, Jr. (New England Mutual Life Insurance Company) who volunteered that his section would sign 50 memberships in October; holders of the President Potter

Jerome K. Crossman, accompanied by Mrs. Crossman, receives Sixth Life Membership in the Dallas Chamber from Chamber President L. T. Potter. In the background, Bob Cullum, Chairman of Membership Committee and special guest Al Hartwick, Carnation Milk Company, Los Angeles.



New members welcomed by Associate Chairman Bill Shaw are, left to right: John J. Tierney, Artisan Galleries; Robert K. Wiehe, Insurance; Jacques H. LeMaire, French Line; Frances A. Campbell, Campbell Duplicator Co.; R. S. Moxley, Vanette Hosiery; Jim Alderman, Shaw-Walker; Mike Mulholland, Profits, Inc.; Gordon A. Pearson, Gold Bond Stamp Co.; William A. Johnson, Sr., William A. Johnson, Jr., Snelling & Snelling.



Dallas Times-Herald executives: Mason Walsh, Managing Editor; Clyde Rembert, KRLD; John Campbell, Treasurer; Felix McKnight, Vice President-Executive Editor; Bert Holmes, News Editor; Mr. Cullum.



No. 2 Trophy were Section No. 4, Vice Chairman Charles J. Barrett, Jr. (Texas Instruments, Inc.) who volunteered to sponsor 55 of the 316 needed memberships; and the holders of the President Potter No. 3 Trophy were Section No. 2, Vice Chairman James L. Cauthen (Federal Reserve Bank at Dallas) who guaranteed to sign 35 memberships. With this total of 140 guaranteed, leaving 176 for the remaining five sections and the Committee-At-Large group, the Committee expects to accomplish this goal.

As of October 1st, David D. Locker had sponsored a total of 216 memberships for the year and continued to retain the "Top Hand of the Year" trophy for the fourth consecutive month, and appears to be well on his way to setting a new annual record in sponsoring Chamber members.

The highlight of the September luncheon was, of course, the presentation by President L. T. Potter of Life Membership No. 6 to Past Chamber President

Jerome K. Crossman (1954-55) from the Chamber's Board of Directors. This is the sixth consecutive year Mr. Crossman has sponsored 100 or more Chamber members. He is the second person in the history of the Dallas Chamber to accomplish this.

The Board of Directors of the Dallas Chamber of Commerce takes great pleasure in thanking the following veteran members, who this month added to their investments in Greater Dallas by substantially increasing their annual Chamber of Commerce dues:

Burton-Dixie Corp., 817 Corinth, Stanley White, George V. Urban (Paul White)

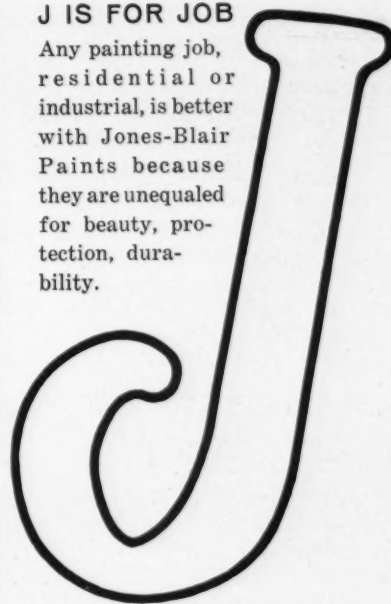
Dictaphone Corp., P. O. Box 6721, Charles J. Spletter, Fred L. Haynes, (Dawson Sterling)

Gifford-Hill Pipe Co., P. O. Box 683, J. W. Porter, R. A. Foley, W. E. Powell, (Senator George Parkhouse)

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Associate Chairman Bill Shaw welcomes new members at Jerome K. Crossman luncheon on October 4th. Left to right: William Johnson Jr., Snelling & Snelling; Gentry T. Jones, Odo Corporation; Earl Luna, Attorney; Bob Johnson, Representative; Audrey Finnegan, Alice Lon Shop; Ben Atwell, Representative; Dr. Stuart McCorkle, Director of Public Affairs Institute of the University of Texas.

Linz Jewelers, 1608 Main Street, proudly displays recognition earned by hard Chamber of Commerce working associate, Asher Dreyfus, Jr.



public Bank Bldg., Robert F. Ritchie, (Roger Harris)

Shelby Bros. Construction Co., 321 Centre St., Lloyd Shelby, (Ben Gee)

Wallace Properties, Inc., 1111 Hartford, E. E. Wallace, Jr., A. B. Cass, Jr., Jim C. Goyen, Harold F. Crossen, W. A. Scarbrough, (Pat Henry, Jr.)

Western Textiles Products Co. of Texas, 2805 Canton, Leonard J. Aubuchon, (Bill Conklin)

Oscar L. Wortham, 4929 Victor, (E. Stanford Parr)

Zero Plate Company, 1400 S. Haskell, J. S. Booth, (Roger Harris)


New members of the Dallas Chamber of Commerce are:

Waxahachie Bank & Trust Co., Waxahachie, Texas; Robert L. Stringer (W. G. Ragley)

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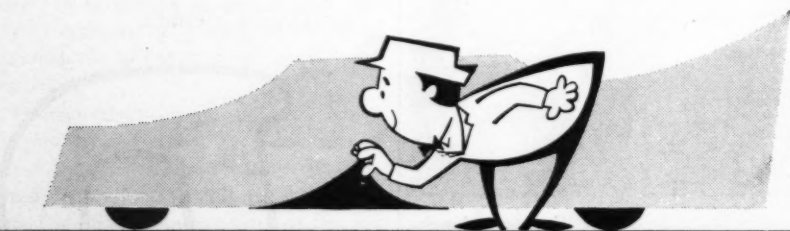
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Claremont Distributors, 318 North Pearl (Bernard Rathheim)

Dallas Dictating Machine Co., 316 E. Oakenwald; Cyril Godwin (Dawson Sterling)

Frontier Saving Stamps of Dallas, Inc., 2109 Avenue Q, Lubbock, Texas; Bill Bartley (Robert B. Cullum)

National Plastic Company, 1615 So. Haskell; Jerome F. Bemel (James Caughen)

Ben Chapman Company, 4641 Greenville Avenue; Ben Chapman (Jerry Orr)

Jas. B. Clow & Sons, Inc., 4307 Belmont; F. H. Beck (Admiral A. C. Olney)

Gamble-Jackson-Kirks Company, Dallas Trade Mart, Rm. 1432; Don Gamble (Jerry Orr)

Gold Bond Stamp Co. of Dallas, 853 Lockwood Village, Russell Whiteis, Jack Bakke and Gordon A. Pearson (Tom Finney)

Lacy-Logan Company, Meadows Bldg.; Paul Lacy (David D. Locker)

The Tompkins Company, 2743 Irving Blvd.; Frank Barnhart (E. S. Parr)

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Eggelhof Engineers, Inc., 4330 Belmont; W. A. Green (David D. Locker)

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H. Taylor Huguley, D.D.S., 1134 Medical Arts Bldg. (David D. Locker & John J. Hospers)

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Milam Aircraft Supply Company, 2716 West Mockingbird Lane; Harry W. Milam (E. S. Parr)

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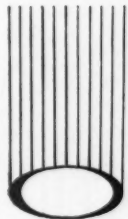
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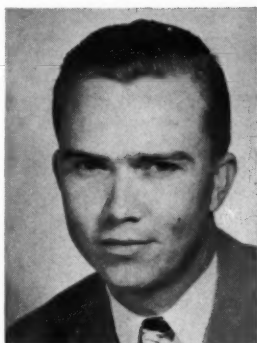
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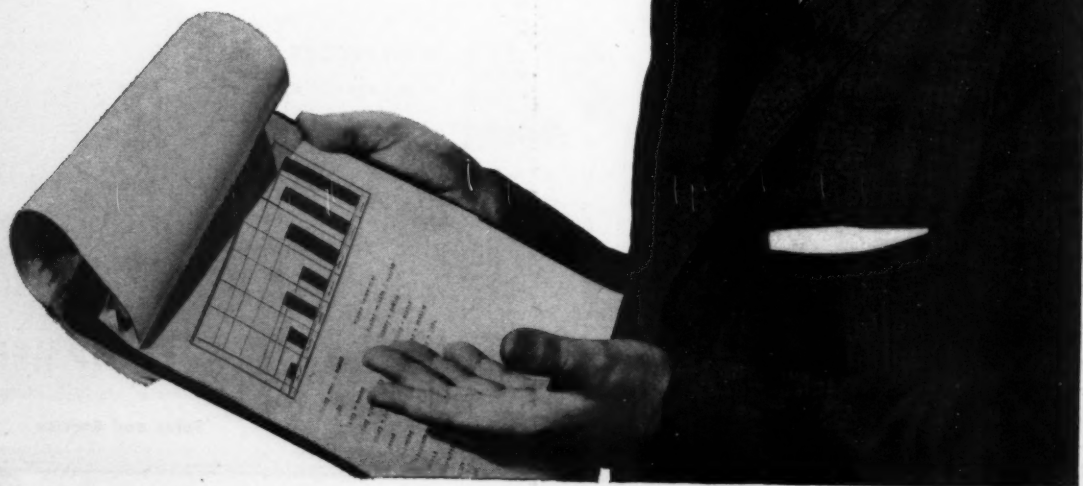
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Women in BUSINESS

By Al Altwegg



Mary Mason

Young Mary Mooneyham's first job after being graduated from Woodrow Wilson High School as valedictorian in 1936 was working for Western Union as a messenger girl in the old Republic Bank Building, now the Davis Building on Main Street.

In those days, Western Union had sub-offices in many of the major downtown office buildings, with messengers going through the building delivering and picking up messages.

Mary Mooneyham had worked for Western Union about a year when an opportunity for advancement came.

At that time, a young man named Leon Mason was working for the Republic Building Company, which maintained the building, and he had overheard members of one of the building's attorney firms talking about how they would like to find a bright young girl without secretarial training and then train her to be a legal secretary to their liking.

Leon Mason told Mary Mooneyham, and the rest is history: She went and got the job, and then she married the young man who had helped her find the job.

Mrs. Mason went on to become a highly competent secretary for Attorney George O. Wilson, and that's how she happened to become acquainted with her present boss, E. M. (Ted) Dealey, chairman of the board of the Dallas Morning News.

It was back in the days before World War II. Mr. Dealey was commanding officer of the Texas Defense Guard, 29th battalion, and Mr. Wilson was his adjutant.

And so it happened that when Mr. Wilson closed his law practice in 1942 and went overseas into military government work, Mrs. Mason had no trouble landing a new job with the Dallas Morning News.

Since that day almost 20 years ago, a lot has happened.

Mrs. Mason has worked in just about every department of the newspaper at one time or another, mostly in the days when she and another woman were teaching secretaries at the News to operate the then-new teletypewriter machines. While one teacher taught, the other would go and take the place of the secretary who was learning to run the new type setting machines.

She has found time, also, to run an efficient household for her husband and their son, Lonnie Mason, who is now 21 and a senior studying mechanical engineering in the first four-year class at Arlington State College.

"You don't have any spare time," she says of such a double career.

"And whenever I do sit down for a few minutes, I feel guilty about it because I know there's something I should be doing."

There is just one thing that throws her,

and that's when she comes home after the day at the office and her son sings out as she enters the door, "Is dinner ready?"

"But I wouldn't change it. It keeps you alive," Mrs. Mason says.

Mr. Mason, who has been with Temco since its founding (except for a five-month period when they were in Chicago with Fairchild Aircraft), is now division manager of Temco Industrial, a division of Temco Electronics & Missiles Company, one of the Ling-Temco group.

Mr. and Mrs. Mason and their son live at 2308 West Colorado in Oak Cliff, and she has even found time to be active in all sorts of activities of the Kessler Park Methodist Church.

Mrs. Mason brags of her husband as a top-flight manager at Temco, but her boss, Mr. Dealey, in turn brags of her.

"There aren't many secretaries like her," Mr. Dealey said the other day. "Oh, there are plenty who are pretty good technicians."

"In all the time she's worked for me, I've never seen more than one or two typographical errors in any of her letters. And another thing, I've never seen her mad."

"Mary's more than a secretary; she's an executive. She's got an executive's mind."

"That girl! If I tell her to do something, she usually says, I've already done it."

"She's my right arm."

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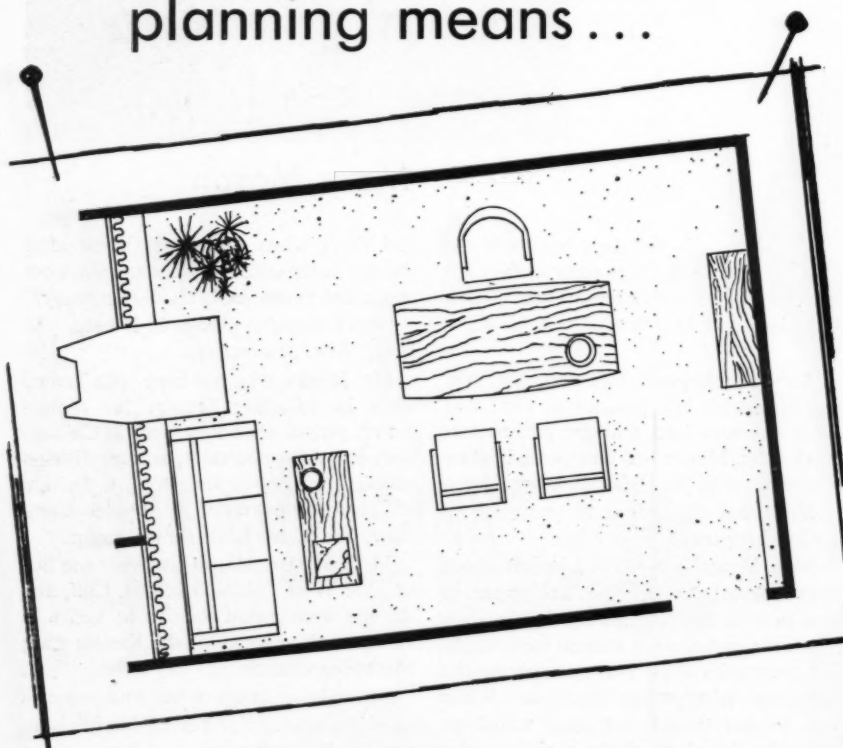
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NEWS SPOTLIGHT

Manpower Supply Committee Activates School Program

The Manpower Supply Committee of the Dallas Chamber of Commerce activated its school review program on September 27 with a luncheon meeting, bringing together school officials at both the high school and college-university levels in the metropolitan area with representatives of local business and industry.

James M. Collins, chairman of the committee has now presided over a series of three meetings with school officials having the objective of discussing the adequacy of Dallas area school facilities for training in occupational categories that have been forecast to be in short supply by the Texas Employment Commission report "Dallas Manpower Outlook to 1965."

The first general meeting was for the purpose of getting acquainted with the overall problem the area is confronting with respect to available workers not matching up with jobs that will be opening up in the area during the next five years. The two subsequent meetings were broken down into separate discussion groups, with high school officials meeting with the committee on October 5, and college-university officials meeting on October 11.

One or more of the three school program meetings were attended by Father Edwin R. Maher, Superintendent of Schools, Dallas-Fort Worth Diocese of the Catholic Church; Dr. Michael A. Duzy Vice-President, University of Dallas; Dr. W. T. White, Superintendent, Dallas Independent School District; Dr. J. R. Woolf, President of Arlington State College; Dr. J. C. Matthews, President of North Texas State College; Frank S. Monroe, Superintendent Highland Park Independent School District; Thomas B. Hartman, Headmaster of St. Mark's School of Texas; Bragg Stockton, Coordinator of Vocational Training, Dallas Independent School District; Donald F. Mitchell, Vice-President, John E. Mitchell Company.

John G. Penson, Investments; Avery Mays, President Avery Mays Company, contractors-developers, and Vice President of the Dallas Chamber of Commerce; Dennis Hoover, Dallas Times Herald; Hollis Allen, Assistant to the Superintendent, Dallas Independent School District; James M. Collins, President, Fidelity Union Life Insurance Company, and

DALLAS • OCTOBER, 1960

News Spotlight

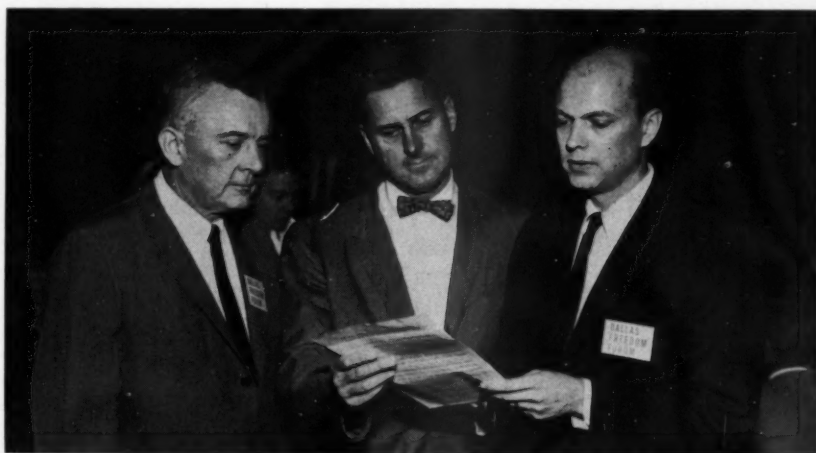


Dallas Metropolitan Area school officials and business-industry committeemen who attended the September 27 luncheon meeting activating the Dallas Chamber's Area Manpower Supply Committee were: (seated left to right) Father Edwin R. Maher, Dr. Michael A. Duzy, Dr. W. T. White, Dr. J. R. Woolf, and Dr. J. C. Matthews. Standing, (left to right) are Frank S. Monroe, Thomas B. Hartman, Bragg Stockton, Donald F. Mitchell, J. G. Penson, Avery Mays, Dennis Hoover, Hollis Allen and J. M. Collins

Chairman, Dallas Area Manpower Supply Committee; Dr. John A. Quinn, President, Texas Woman's University; Dr. Sterling Wheeler, Vice-President, Southern Methodist University; O. F. Erickson, Manager-Mechanical Contractors Association of Dallas, Rudy Rochelle, Dallas Morning News; and W. A. Rosamond, Dallas

Chamber of Commerce staff, and Secretary of the Committee.

A report dealing with the findings of the Committee as a result of the three meetings with the area's educational leaders, with recommended action to be taken, will be presented to the Board of Directors within the next month.



Dr. Anthony Bouscaren, center, faculty member of the National War College in Washington, D. C., discusses the agenda of the Freedom Forum with W. W. Lynch, Forum chairman, left, and J. M. Fullinwider, vice-chairman of the week-long meet.

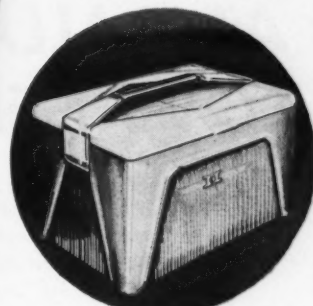
Freedom Forum Draws National Attention

National attention was focused on Dallas last month as an outstanding week-long Freedom Forum drew more than two thousand participants.

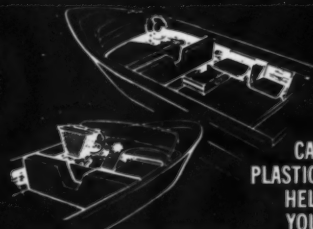
As stated by Mayor R. L. Thornton in his proclamation setting aside Freedom

Week in Dallas, the Forum was designed to enlighten participants on "the insidious workings of an international conspiracy that is dedicated to the destruction of our fundamental constitutional rights as free men."

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News Spotlight

Chairman of the forum was W. W. Lynch, with J. M. Fullinwider serving as vice chairman. The week-long program registered 2,250 participants, with some companies sponsoring many of their key personnel.

Faculty members for the Forum included such well known experts on communism as Robert C. Morris, president of the University of Dallas and former chief counsel for the Senate Internal Security Subcommittee; Herbert Philbrick, former counterspy for the Federal Bureau of Investigation and author of "I Led Three Lives;" Fred C. Schwarz, president of the Christian Anti-Communism Crusade; George K. C. Yeh, ambassador to the United States from the Republic of China, and many others.

Subjects discussed included "Philosophy of Communism," "The Role of the FBI," "Communist Appeal to the Intellectual," "Cause and Course of Communism," "Ethical and Moral Values of the Free Enterprise System" and many others.

Concluding banquet address was by Ambassador Yeh who outlined the reasons why "We Cannot Afford to Lose."

Members of the advisory board of the Freedom Forum were William A. Blakley, James M. Collins, Mrs. Stathakos Condos, Jack A. Crichton, James P. Crowder, Joe M. Dealey, William M. Elliott, Fred F. Florence, Mrs. R. Anderson Fredde, P. W. Gifford, Mrs. Speight Jenkins, Erik Jonsson, Sidney Latham, Mrs. Fred V. Luhnnow, Jr., George P. Macatee, III, Eugene McElvaney, Felix R. McKnight, Robert C. Morris, Mrs. John B. Rogers, Milford O. Rouse, Robert H. Stewart III, J. Ben Templeton, Jr., R. L. Thornton, Sr., and Mrs. William F. Worthington.

★

Passion Play to Come to Dallas. The famed Oberammergau Passion Play in its original American version, will be brought to Dallas for the first time for five days beginning October 28 and running through November 2.

Under the local auspices of the Kiwanis Club of East Dallas, the play will be presented at Dallas Memorial Auditorium with evening and matinee performances.

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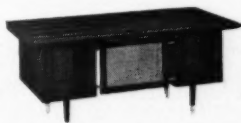


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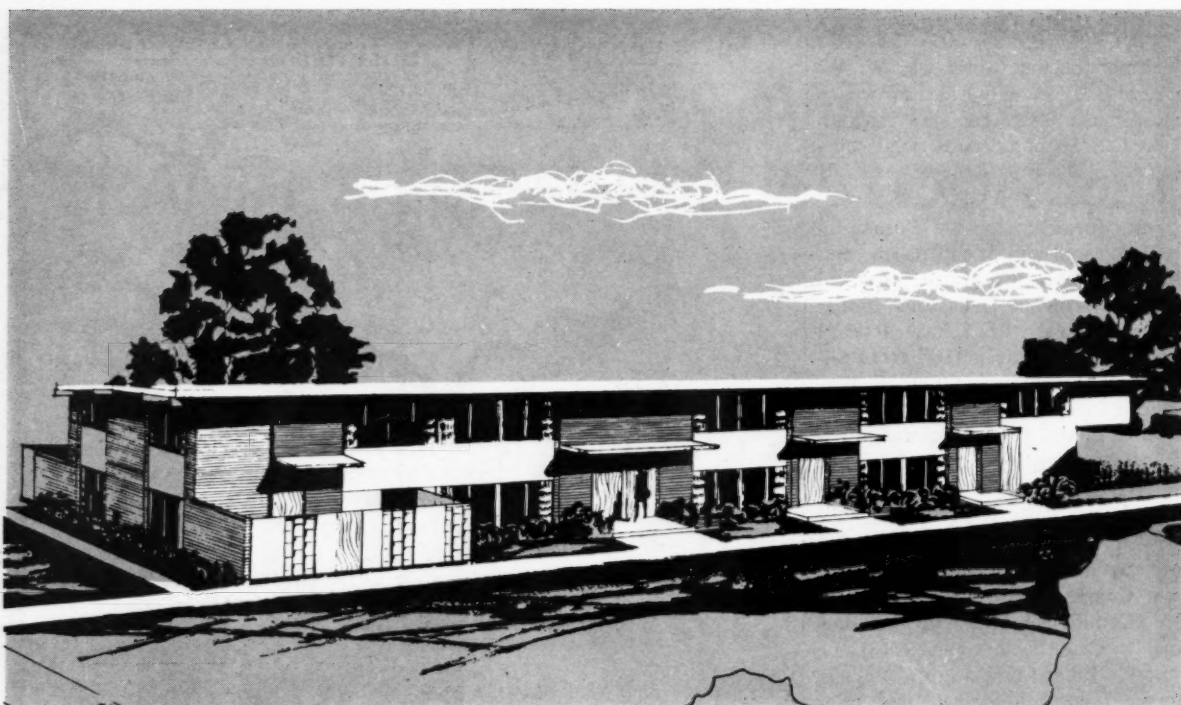


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Now Dallas apartment residents can enjoy the benefits of complete, all-electric living that so many Dallas homeowners prefer. For these exciting new apartments are all-electric, through and through. Each of the six apartments is heated and cooled by its own all-electric heat pump — each provides the ease and convenience of an all-electric kitchen and laundry facilities. The all-electric heat pump provides year-round heating and cooling. All the air is filtered, enabling tenants to enjoy clean, fresh air, significantly free of dust and pollen. The all-electric heat pump heats and cools with one unit. It needs no seasonal changeover, as it automatically reverses its cycle to heat or cool as needed to keep the temperature constant. ■ All apartments are designed on a split level, with a large living room-family room that opens onto a private, landscaped patio. Also on the upper level are a half-bath, dining room, all-electric stainless steel kitchen with built-in oven, dishwasher, refrigerator, disposal. The living area has a wood-burning fireplace. On the lower level are two twin-size bedrooms with bath and large walk-in closet. ■ 4136 Cole is a wholly new idea in apartment planning — with all the privacy of suburban living, all the advantages of city living. And because it is a Gold Medallion all-electric apartment, it brings a new dimension in living convenience and comfort.

DALLAS POWER & LIGHT COMPANY



His Royal Highness Prince Albert of Belgium and Princess Paola visited the Trade Mart. With them were Harold Shank, Dallas City Secretary, left foreground, and Madame Gilbert Thibaut de Maisieres and Madame Paul Vanden Boeyants.

Belgian Economic Delegation Visits Dallas

His Royal Highness, Prince Albert of Belgium and Ambassador to the United States Louis Scheyven headed a special economic mission of 28 policymakers from major Belgian banks, financial corporations and industry groups, to Dallas in mid-October.

The purpose of the visit to Dallas, third city in a seven-city swing across the nation, was to tell local businessmen of the new European common market and to ask them to share in the new Europe.

Prince Albert told Dallas businessmen: "I am convinced we are in a position to serve both our countries in a co-operative way. If Belgium becomes the framework of investment, American industry can solve our problems."

As reasons why Belgium is an ideal location for American plants, M. Omer

Van Audehove, minister for public works and reconstruction, said the country has the lowest income taxes in Western Europe and a unique provision that taxes paid one year are deductions against the following year's income.

During their Dallas stay, members of the mission met with several hundred Dallas business leaders and toured the State Fair of Texas as well as banks and industrial facilities.

Special ceremonies included the initial reception at Love Field with a U. S. Marine Corps honor guard and display of 40 Dallas firemen and six trucks.

On Wednesday evening, an official reception in honor of the Prince and Her Highness Princess Paola of Belgium was sponsored by the Dallas Chamber of Commerce and the Dallas Council on World Affairs.



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ANNIVERSARIES

Dallas Morning News Celebrates 75th Year

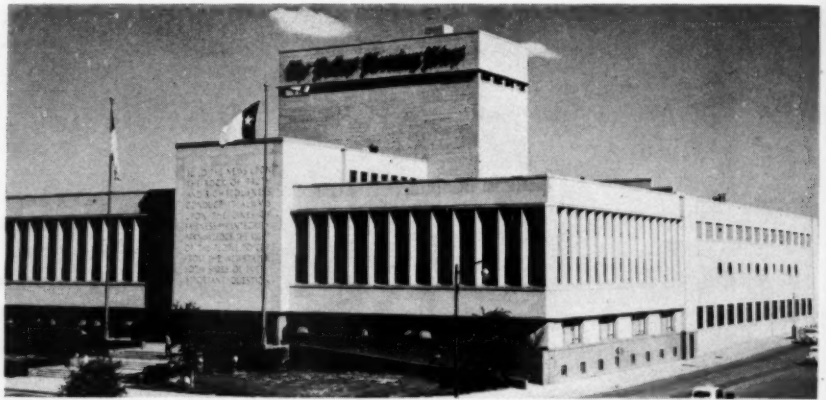
On October 2 some 20,000 persons jammed into the Southern Methodist University Coliseum for the dual purpose of hearing the crack U. S. Marine Band and honoring The Dallas Morning News on its 75th anniversary.

Just like many things in Texas, this was the most. The most people, in fact, to witness the Marine Band in concert in one day in 30 years. Lt. Col. Albert Schoeper, director of the world famous Marine Band, call the turnout "indicative of what the people of Dallas think of The News."

Proceeds from the concerts, though part of commemoration ceremonies for The News' 75th birthday, were donated to nineteen Kiwanis clubs in the Dallas area.

The News today with its multi-million-dollar plant, its superspeed transportation facilities, its top flight management and its huge editions is a far cry from the first copy that rolled off a small hand press in the pre-dawn hours of that autumn day, October 1, 1885.

When The News was born, Dallas was a town of between 25,000 and 30,000 persons, Texas' 5th largest city. The great wonders of television, automobiles, air-



The Dallas Morning News' multi-million dollar plant reflects the growth of the paper.

planes and the quest for outer space were scarcely dreamed of. The novelties of the day were electric lights and telephone service.

The infant newspaper, lusty offspring of the Galveston Daily News, the state's biggest and most read newspaper, was, in itself, a unique journalism venture, even from the opening issue.

The News chose to come to Dallas after its executives had made a careful study of several likely sites in the northern Texas region.

The parent Galveston News, frustrated

by the slow and uncertain distribution methods of that era, hit on the idea of a duplicate publication as a means of securing more circulation in North Texas.

"The News does not conceive that it is introducing itself as a stranger in a strange country, among strange people, but it merely purposes to cover more fully a familiar field and to converse more directly and more largely with a familiar public," said an editorial in that first issue.

But though it has enjoyed the tremendous growth of the City of Dallas and its

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Anniversaries

employees have grown from some 25 to more than 1,000, The News has retained the institution's traditions and its keen sense of responsibilities.

The late G. B. Dealy, who helped pioneer the Dallas paper, and served it as manager, general manager, president and chairman of the board, once wrote: "It's heart is a Texas heart . . . and its interests are those of the city, the state and the nation it has sought to serve faithfully and well."

Two other Dealeys have followed in leading The News. E. M. (Ted) Dealey was president from 1940 until he resigned and became chairman of the board this year. He is the son of G. B. Dealey. Ted's son Joe is currently president.

In 1922, The News added a 100-watt radio station to its enterprises, and in 1950 the company entered the television field with the establishment of WFAA-TV.

The 1960-61 edition of The Texas Almanac will soon be released. The first of The News allied ventures, The Almanac was first published in 1857. This year's edition will include more than 700 pages of facts about the nation's most interesting state.

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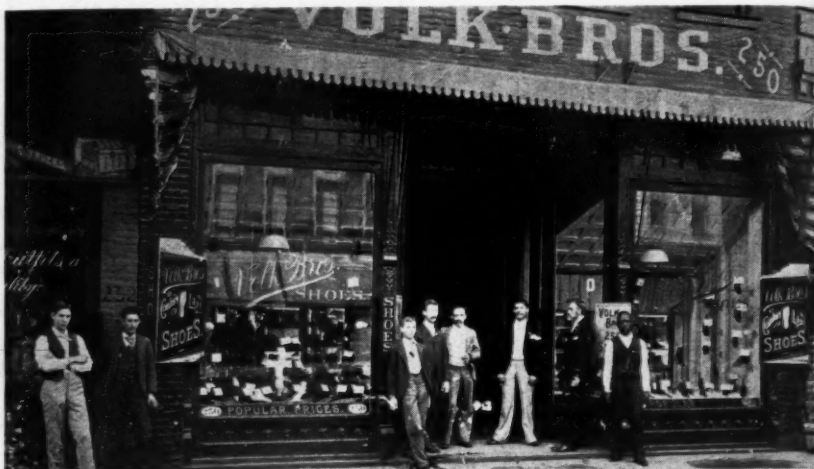
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Anniversaries



This photograph was taken in 1890, shortly after the opening of Volk Brothers Shoe Store at 250 Elm Street. The two men standing closest together in the doorway are Leonard and George Volk, father and uncle, respectively, of Harold F. Volk, president of Volk's since 1935. Today the main store is downtown at 1806 Elm Street.

Volk Brothers Observes Seventieth Anniversary

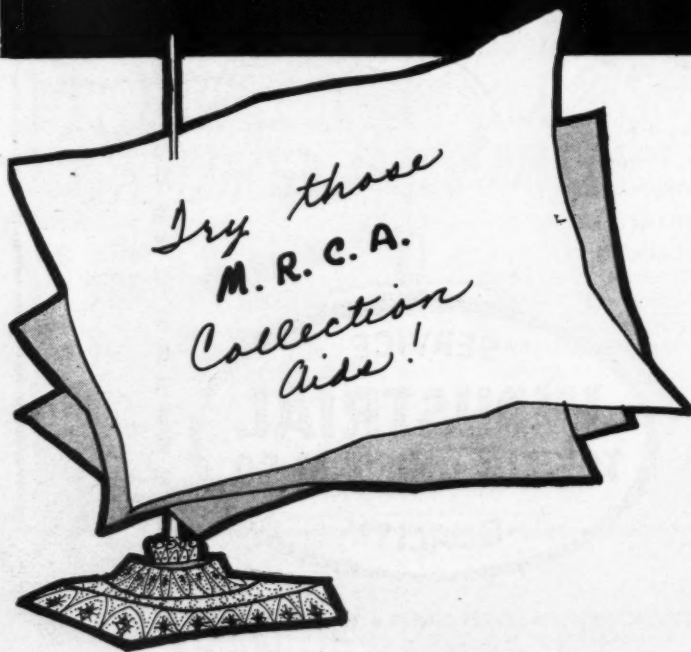
Volk Bros., one of Dallas' largest department stores, has just celebrated its 70th anniversary.

The company began as a shoe store at 250 Elm Street in 1840, and was founded

by Leonard Volk and George A. Volk, brothers. The latter was president of Volk Brothers until his death in 1922.

Expansions in 1896 and 1912 took the store to larger quarters at 1206-8 Elm

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Anniversaries

Street. In 1930 Volks' was the first store in the nation to install complete air-conditioning.

In the 1930's Volk's also began to handle apparel, millinery and other accessories for women.

Volk's New Village Shop in Highland Park Village opened in 1940. Later expansions were the Live Oak store, opening in 1949, Wynnewood in 1951, the Men's Shop in the D.A.C. building, across from the main store, in 1955, Big Town in 1959, and Plymouth Park in 1960.

President of Volk Brothers today is Harold F. Volk who was named to the post in 1925.

Active in civic affairs, Mr. Volk is president and director of the Trust Fund of the Dallas Community Chest, and holds a number of other civic offices and responsibilities.

He has served as a director of the National City Bank, director and vice president of the Dallas Chamber of Commerce, director of St. Mark's School of Texas, the Dallas Art Association, Dallas Symphony Orchestra Association, and director and vice-president of Southwest Fire and Casualty Company.

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YOUNG MEN GOING PLACES

Robert T. Griggs

by Jim Stephenson

The saying that handling adds nothing to the value of a product, only to its cost, is now a bit on the trite side. Bob Griggs will concede that, but he'll insist at the same time that the saying is very true. He has built his business on that principle.

At 33, six-foot, blue-eyed, crewcut Robert T. Griggs is president of two-year-old Allied Material Handling Systems, Inc.—a young man and a young firm going places together in a field so new that industry is not yet fully aware of its significance.

"This is the field that industry last turns to when trying to reduce costs," Bob grinned. "We're trying to educate management to the prime importance of efficient material handling."

"And it's only through trade associations we have started here in Dallas that we're getting people really acquainted with the industry."

Bob is past president of the North Texas Chapter of the American Material Handling Society, now headed by Tom Ingram of DeSoto Chemical Coatings.

"This is a group of material handling users and vendors," Bob explained. "Our main proposition is to educate young men from high school on through college in material handling... try to get them interested in industrial engineering."

While Bob was president of the chapter two years ago, it introduced a scholarship fund competition into the Dallas schools, open to any high school senior. Interested students in each high school annually compete with essays on the subject, "Why

I Would Like to Become an Industrial Engineer." Finalists read their essays at a chapter meeting and the winner receives a \$275-per-semester cash award.

As another educational project, the chapter conducts plant tours. A recent tour was one through the new Western Auto Warehouse in Garland, which Bob described as "the most automated warehouse in this part of the country." From the time materials are lifted from bins, he said, they are not handled again until unloaded at their destination.

In November of 1962, the chapter will bring a huge trade fair to Dallas. At the 1960 fair in Louisville, Ky., next month 365 national manufacturers will exhibit. The Dallas fair, which primarily will be held in the Memorial Auditorium, is expected to be even bigger. Bob also is an enthusiastic member of the Dallas Sales Executive Club.

Bob's firm, which emphasizes a system approach to any problem of material handling, offers a complete consultation service designed to help the customer fit equipment—fork lifts, conveyors, racks, etc.—to his particular need. Bob cited the case of the Federal Pacific Electric Company in Brook Hollow as an example.

"They thought they didn't have enough storage space," he said, "and they didn't, the way they were operating. But by installing a system of racks and lift trucks, we doubled their storage capacity without adding a single cubic foot of space. And the fork lifts have nice, wide aisles to move around in!"

Greater efficiency like this not only saves a company money but also makes working conditions much safer, Bob observes.

So all-inclusive is AMHS' material handling equipment sales and service center at 6903 Forest Park Road that a customer paid it this high compliment just the other day:

"Bob," said the customer, "you people are the 7-Eleven of the material handling industry!"

AMHS has shipped shelving systems as far away as Iran and Argentina for Dallas-based oil firms, but Bob says the needs of big-distributing Big Dallas alone keeps the firm pretty fully occupied.

A graduate of Woodrow Wilson High, Bob studied engineering at SMU after Navy service from 1944 to '46. While still in SMU he began a career in retailing at Titche-Goettinger's and became, at the age of 20, the youngest buyer in Allied Stores history.

He left Titche's to represent an electrical fixtures manufacturing concern but tired of traveling and in 1951 joined another material handling equipment concern.

Becoming thoroughly versed in material handling problems of industrial Dallas, Bob and associates formed AMHS in November of 1958.

Three young women who enjoy going places with young Mr. Griggs are his wife, Joyce, and daughters Natalie, 12, and Dianne, 13. The family lives in Lochwood.



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Warehousing Ninth in Nation

(Continued from page 29)

handles a large volume of storage-in-transit. Shippers Warehouse has a 40-car capacity on its private switching track, and loading dock space for 60 trucks with ample ramp and parking space.

Koon-McNatt Storage & Transfer Company is another distribution facility that has been serving Dallas for more than a quarter century. This firm has more than 110,000 square feet of warehouse space, a ten-car switch capacity, operates a pool car service and maintains offices for brokers and manufacturers agents. The firm also has a household division.

Texas Express Company is another fast-growing Dallas distribution organization that began business here on a small scale in 1946. Flexibility is the keynote of Texas Express service, and the firm serves the small retailer as well as the large distributor. Pool car distribution remains the major field of the company in which it serves many national accounts. It engages in public merchandise warehousing, and as cartage agents for Dal-Worth Shippers Association, Republic Carloading Co. and National Carloading Co.

Texas Express Gaston Avenue Terminal is one of the most modern freight handling facilities in the Southwest. Its docks are 60 by 525 feet. Its rail siding accommodates up to 20 cars with 34 truck doors on the other side. Early in 1957, the company opened a new Dallas warehouse at 3141 Hansboro Street. Of brick and tile construction, this facility

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has 40,000 square feet. The operation is palletized and highly mechanized in handling equipment. Texas Express Company also maintains temperature-controlled storage in this facility. Texas Express also operates 45 power units and 15 trailers for customer service.

Texas Delivery Warehouse is another fast-growing public facility that now has more than 100,000 square feet of warehouse space. Combined with a wide variety of delivery services and rental service for material handling equipment, Texas Delivery Warehouse fills a unique gap in Dallas warehousing. The firm specializes in warehousing machinery and heavy equipment that requires care in special handling. This includes everything from IBM Electronic "Brains" to air-conditioning equipment.

Dallas has more than thirty large warehouse organizations including merchandise warehouses, farm products warehouses and cold storage warehouses. This does not include the many warehouses in Dallas devoted exclusively to household goods storage. With new warehouses planned and expansion of present facilities, Dallas is geared in every way to meet the distribution needs of the future.

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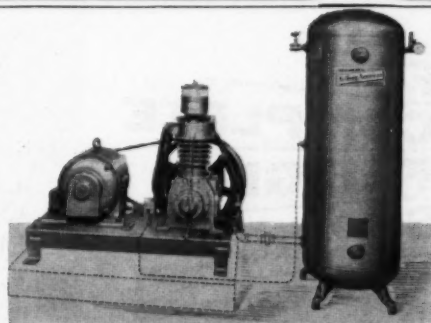
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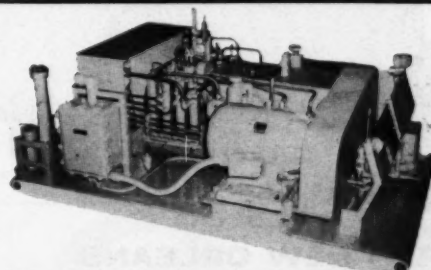
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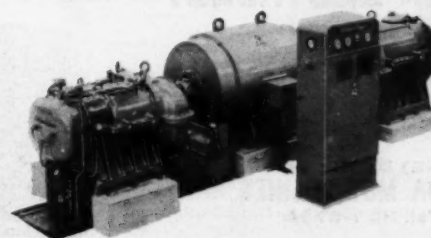


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RETAIL

Margaret Weber Named "Miss Downtown Dallas"

Margaret Weber, a Counter Sales Agent and Secretary for Continental Airlines in the Mobil Building has been proclaimed "Miss Downtown Dallas" by the Downtown Dallas Committee.

Miss Weber was selected from fifty-two young women who competed for the title Sunday, September 25th in the auditorium of the Lone Star Gas Company. All contestants were judged for their charm, poise, personality, intelligence and beauty.

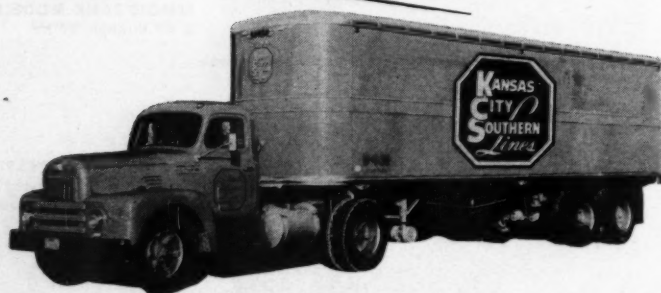
Lee Starr, president, the Downtown Dallas Committee, presented the winner with a bouquet of red roses and announced that she will receive a \$1000 wardrobe.

The Miss Downtown Dallas Contest was sponsored by The Dallas Chamber of Commerce and the Downtown Dallas Committee, an organization composed of businesses and institutions whose primary business interests are located in the downtown area.

As Miss Downtown Dallas, Miss Weber, a 23 year old brunette, will act as official greeter and representative of the



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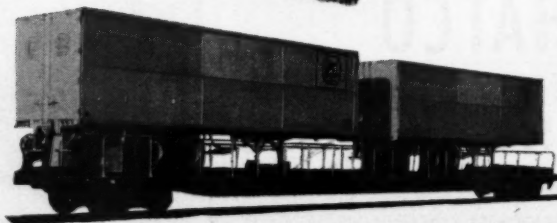
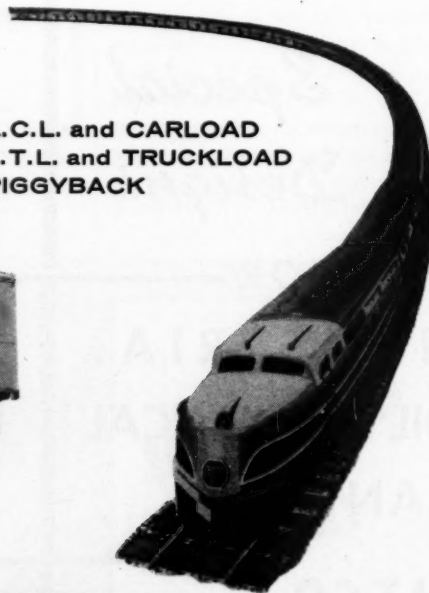


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Lee Starr, left, chairman of the Downtown Dallas Committee, and Perry Jackson, interline and agency sales representative of Continental Air Lines, congratulate Miss Weber, official "Miss Downtown Dallas" for 1960 and 1961.

Downtown Dallas business community for one year.

Second and third place winners were Ann Stubblefield, a secretary at American Petrofina Co., and Madelon Lasly, a model for A. Harris. Two alternates were Franci Kuhn, receptionist at Mercantile Security Life Insurance Company, and Sue Robertson, home economist for Lone Star Gas.

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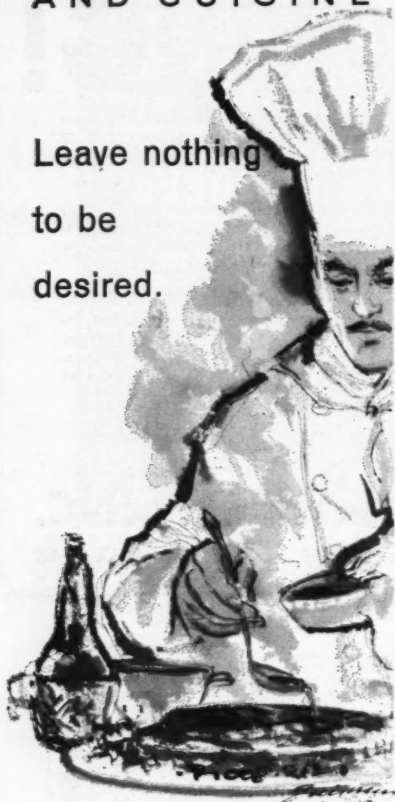
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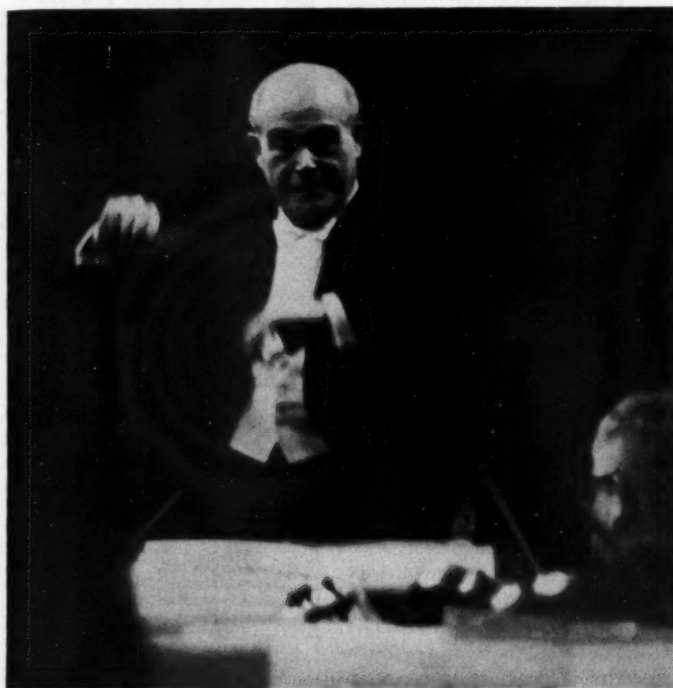
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ARTS AND MUSIC



Maestro Paul Kletzki leads the Dallas Symphony Orchestra into its 61st season this fall. During the summer he toured Europe and So. America.

Dallas Symphony Orchestra Plans Exciting Season

The Dallas Symphony Orchestra's distinction of being ranked among the country's top symphony orchestras rises from a comprehensive program of activity as big as the Lone Star State, itself, a program which this year extends from the Texas prairielands north to the waves of Lake Michigan and south to Latin-America.

The orchestra under the baton of Maestro Paul Kletzki, has arrived at its enviable status through nothing less than concentrated effort, efficient planning and generous support within a program of activity for all age groups and classes of society. During recent seasons, it has blossomed in every channel of endeavor. It has enlarged its orchestra personnel, expanded its season—including Spring tour—and increased its budget, earned income, contributions and season ticket subscriptions, not to mention growth in the way of its auxiliary arms such as the Symphony League, Conductors' Committee and similar organizations.

Recently, the symphony's program reached out beyond U. S. boundaries with its noteworthy project, "south of the border," which brought about the selection and coming presentation of a Latin-American soloist here this season.

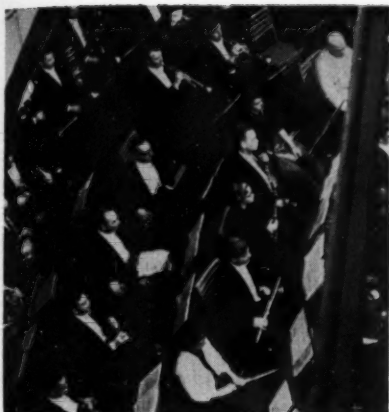
This program is an all-out effort to constantly broaden and strengthen inter-continental cultural relationships through the exchange of musical talent.

A healthy subscription series, extending from an opulent opening and candlelight supper at the Chaparral Club November 29 to the final concert on April 17, will put a galaxy of musical stars on the stage at State Fair Musical Hall. As a special subscribers' bonus to its 1960-61 season ticket holders, the symphony will present the celebrated Concertgebouw Orchestra of Amsterdam May 15.

Each year major metropolitan areas, small communities and college campuses over the U. S. listen to and applaud the Dallas Symphony Orchestra. During the coming season, the month of March will find the orchestra touring over almost a dozen states, covering some 5,000 miles in nearly 29 concert stops, proof the Dallas Symphony now is widely sought outside its own neighborhood as an exponent of finely-executed music.

Special "in-and-out" concerts in several nearby Texas cities and towns also are on the orchestra's agenda, as usual, this year.

Working with close cooperation from public, private and parochial schools of



Out-of-town concerts and a special Youth Series are again on the orchestra's agenda. Tours are set in March.

Dallas, the orchestra's special Youth Series, under the baton of Associate Conductor Donald Johanos, delivers a responsibility to its community and surrounding areas. This year, special features of the Youth concerts from December through April will include TV star Captain Kangaroo and the Dallas Civic Ballet. The Youth series has seen steady growth in both audience and appeal since its inception in 1919.

The annual Dealey Award has become an established magnet for musical talent among young Texas artists, so far uncovering such successes as pianist Van Cliburn. The award is conducted by the Dallas Symphony Orchestra League for students of instrumental music and voice from 16 to 26 years. Four prize winners are named, including a capital prize bringing opportunity to appear as soloist with the Dallas Symphony, which this year will take place February 27 as a regular concert on the symphony's subscription series.

Such musical greats as Samson Francois, Guiomar Novaes, Jamei Laredo, Henryk Szeryng, Jennie Tourel, Nathan Milstein, Gregor Piatigorsky and Van Cliburn will come to Dallas under auspices of the orchestra this coming season.



Nathan Milstein, violinist, left, and Gregory Piatigorsky, cellist, are among the musical greats to be presented this year by the Dallas Symphony Orchestra.

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Arts and Music

Dallas Festival Plans Civic Celebration Month

An important new facility which will serve the Dallas business community by attracting great numbers of visitors to the city in November has been drafted by the Dallas Festival in its second annual observance.

The Festival, a one-month civic celebration established last year, salutes all Dallas entertainment arts in a far-reaching regional promotion throughout the Southwest.

A central downtown information bureau and ticket office has been set up in an empty drug store building at St. Paul, Pacific and Live Oak Sts., donated by the Festival committee for the purpose.

Although the office was established specifically for the one-month celebration in November, plans are already underway to maintain such an office year-round as a permanent service. Visitors in the city, whether an individual's week-end guest, a firm's regional conference or a convention of thousands, will find in this one central location all information on what is being offered at any given time in Dallas entertainment. Reservations for the attractions of their choice may be made on the spot.

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Arts and Music

Mailings throughout the Southwest of 150,000 Festival leaflets, giving the schedule of November attractions, went out in October and are already bringing heavy out-of-town mail-order results for the downtown office to handle.

A spectacular promotion in the fall Festival's first week, Nov. 1 to 6, will dramatize Dallas' art and entertainment offerings in the downtown area. Festival Court, a gala, mardi gras concourse and open-air theater will be established in Southland Center plaza, through the generous offer of the space for one week by Dan C. Williams, president of Southland Life Insurance Co.

The Court decor has been designed by a volunteer team of local architects, headed by Downing Thomas. With Charles Meeker as volunteer producer, daily free entertainment will be presented on a stage built out over the plaza's pool. Here will be offered samplings of all the arts, including symphonic and jazz music, ballet and opera, for passers-by to enjoy.

Official opening of the Festival will be a luncheon honoring celebrated guests, Tuesday, Nov. 1, in the Chaparral Club, to which Dallas businessmen are especially invited. Other special events will include a book-and-author luncheon, Saturday noon, Nov. 12, in the Baker Hotel, and home tours, Saturday afternoons, Nov. 12 and 19, when a group of beautiful Dallas residences will be opened to visitors as a Festival benefit.

The civic promotion is being financed by contributions from individual patrons and from Dallas industry. Firms may deduct their gifts as business expenses by making checks payable to the Dallas Chamber of Commerce Festival Fund.

Festival officers are Waldo Stewart, President; Clint Murchison Jr., executive committee chairman, and J. O. Lambert Jr., chairman of the board.

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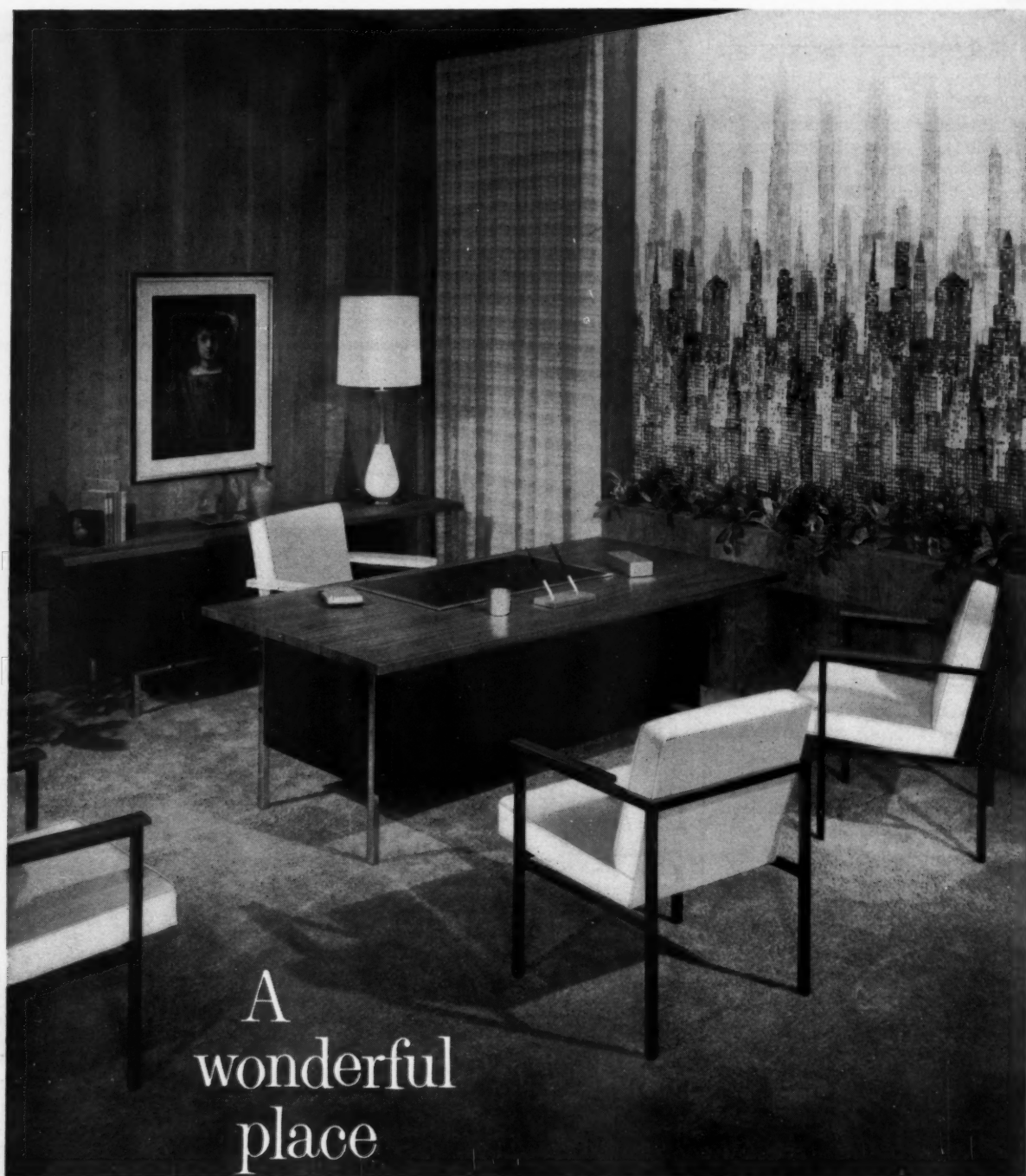
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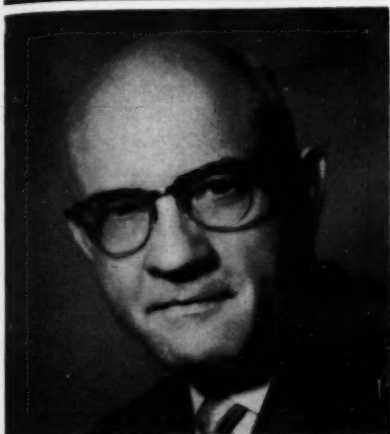
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POTTER

American Gas Association Elects L. T. Potter President

L. T. Potter, president of Lone Star Gas Co. and president of the Dallas Chamber of Commerce, was elected president of the American Gas Association at its 42nd annual convention in Atlantic City.

In taking office, Mr. Potter becomes the third president of Lone Star Gas — and the third Dallas Chamber president — to head the national gas industry trade association. The late L. B. Denning served as AGA president in 1936, and D. A. Hulcy, now Lone Star's chairman, was president of the Association in 1951. Mr. Denning served the Dallas Chamber as president in 1937 and 1938; Mr. Hulcy was Chamber president 1947-49.

Lone Star is the only company ever to have furnished three AGA presidents.

★

Mrs. Acker Named Women's Group Head. Delegates to the Fifth National Convention of Women in Construction elected Mrs. Lois J. Acker of Dallas president for the year 1960-61.

Mrs. Acker is administrative assistant and a staff member of the firm of George L. Dahl Architects & Engineers.

The new president also has served as first vice-president of the local Women in Construction Chapter.

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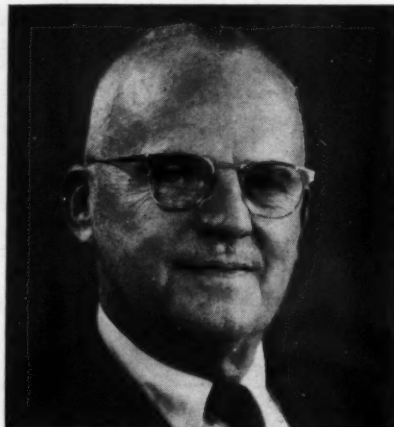
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Insurance
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Clubs and Associations



BRIGGS

Insurance Advertisers Name Briggs.

John L. Briggs, vice-president and director of public relations and advertising for Southland Life Insurance Company, has been chosen president of Life Insurance Advertisers Association.

Long active in numerous life insurance organizations, Mr. Briggs served as president of the Institute of Home Office Underwriters, 1939-40. A leader in many civic and business organizations in Dallas, he has also served as president of the Dallas Advertising League and of the Advertising Club of Dallas, and as a director of the Texas Public Relations Association and of the Advertising Federation of America.

★

Crozier Tech Wins Advertising Art Award.

The Grand Award of the Eighth Annual Exhibition of Advertising Art has been given to Crozier Technical High School for a brochure.

The show was judged on the basis of the total merit of the piece, including art quality, copy writing, originality of idea, and the overall appearance.

The award was given to the advertiser and certificates to the artist and the advertising agency. The Advertising Artists Association of Dallas was the sponsoring organization.



WELCH

Welch Heads Insurance Agents.

Carie E. Welch, partner in the Wilson-Welch and Company insurance agency, has been named the 31st president of the Dallas Association of Insurance Agents.

Mr. Welch has served on the board of directors of the agents' association for the past three years, and has filled the position of vice-president during the past year.

George E. McCormick, partner in the George McCormick Agency, was elected vice-president of the group, and Lon Mohundro was re-elected executive secretary-treasurer.

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Clubs and Associations



SCOVELL

Salesmanship Club Names Scovell.

At a meeting in the Dallas Athletic Club, Field Scovell, vice-president of the Southland Life Insurance Company, was elected president of the Salesmanship Club of Dallas.

Long active in civic work, Mr. Scovell is past chairman, Park Cities YMCA Fund Drive; a member of the executive committee of the Cotton Bowl Athletic Association; chairman of the Athletic Committee of the Dallas Chamber of Commerce; vice president and committee member of the Southwestern Amateur Athletic Union; committee member of Austin College Development Commission; and a member of the Dallas County Park Board.

Other officers elected were Ed W. Rose, first vice-president; H. D. Turman, second vice-president; R. W. Blair, Jr., secretary, and D. O. Tomlin, treasurer.

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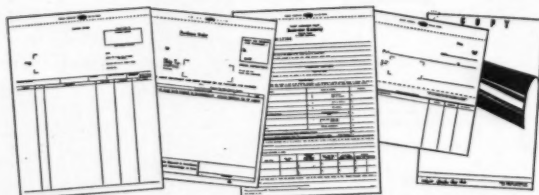
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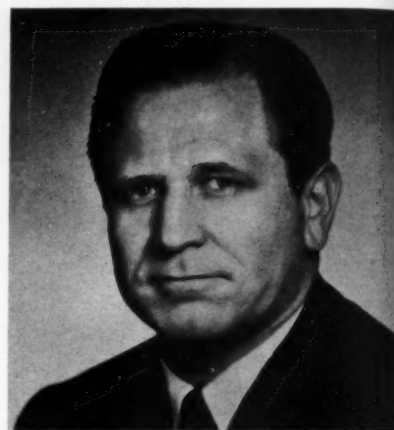
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Clubs and Associations



LINDELL

Industrial Advertisers Elect Lindell.

Elwood Lindell, advertising manager of Dresser Industries, Inc., has been named president of the North Texas Chapter of the Association of Industrial Advertisers.

Gene Garner, advertising manager of Otis Engineering Corporation, was elected first vice-president; and Rueben C. Erickson, general supervisor of public relations and advertising for Temco Electronics & Missiles Company, was named second vice-president.

Other officials for the coming year include C. A. Nicholson, The McCarty Company of Texas, Inc., secretary; and Robert T. Wood, McGraw-Hill Publishing Company, treasurer.

*

Crawford Named by Downtown Executives Group.

James R. Crawford, secretary-manager of the Dallas Retail Merchants Association, Inc., has been elected vice-president and a member of the board of directors of the International Downtown Executives Association.

The association is composed of executives from downtown property owner and promotional groups.

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Clubs and Associations



ELLIS

Ellis Elected to Insurance Group Presidency. Porter Ellis, veteran Dallas insurance and civic leader, has been elected president of the National Association of Insurance Agents.

More than 100,000 independent insurance agents are represented by the National Association, which has state chapters in all 50 states, and in the District of Columbia.

★

Frey Named to National Mortgage Bankers Post. Jerry B. Frey, Jr., former president of the Dallas Mortgage Bankers Association, has been elected a governor-at-large of the Mortgage Bankers Association of America.

In addition to being elected one of six governors-at-large for the national MBA, Mr. Frey will serve during the coming year as vice chairman of the MBA insurance committee. He also will be a member of the national group's educational committee and will continue as the S.M.U. representative on the MBA college and liaison committee. He also will be a member of the MBA's Southwestern Senior Executives Conference Committee.

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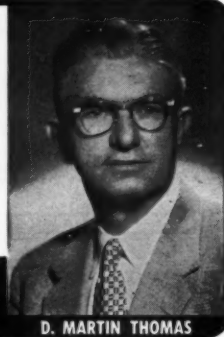
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(Continued from Page 43)

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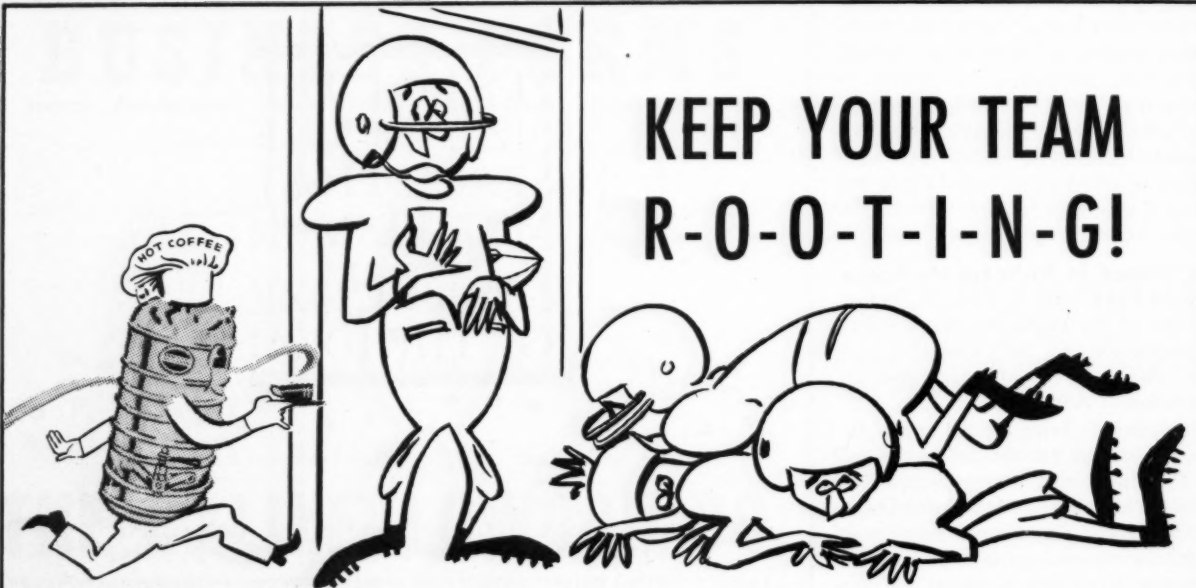
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been built too big in Dallas). Consequently, real estate people always have an inventory of buildings with from 1,000 to 50,000 square feet of area available for new wholesalers who choose Dallas for their Southwestern headquarters.

A number of the city's 18 planned industrial districts offer facilities especially designed for wholesale operations. In some of them the largest portion of available space is devoted to warehousing and distribution. In all districts, however, a considerable amount of space is continually being released by firms that are expanding and moving into larger quarters.

With more than 35 major office buildings completed since 1948, Dallas has enough modern office space to meet virtually any requirement. Rates are competitive, ranging from \$3.25 to \$5.50 per square foot per year. The median price is around \$4.25. Prices include air conditioning, janitorial services, and all utilities.

Merchandising Chains

A recent sampling of retail merchandising chains with headquarters or regional offices in Dallas showed that eight companies operate 532 retail merchandising units in 21 states under supervision of their Dallas offices. The companies are Edison Bros. Stores, Inc., Lintz Department Stores, National Shirt Shops, Inc., Paul's Shoes, Inc., Sears, Roebuck & Company, The Sherwin-Williams Co., of Texas, Western Auto Stores, and Zale Jewelry Co. States include Alabama, Arizona, Arkansas, California, Colorado, Georgia, Iowa, Kansas, Louisiana, Mississippi, Missouri, Nebraska, New Mexico, Oklahoma, Oregon, Tennessee, Texas, Utah, Virginia, Washington, and Wyoming.

Growth Opportunities

Many — perhaps the majority — of nationally-known concerns now operating branch manufacturing plants in Dallas began here with some type of distributing operation, then expanded into assembly, and finally into production of components. The conditions that make wholesaling profitable in Dallas have been found to be equally advantageous in the next logical step for growth in the Dallas Southwest.

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over 55% of ALL heat pumps in

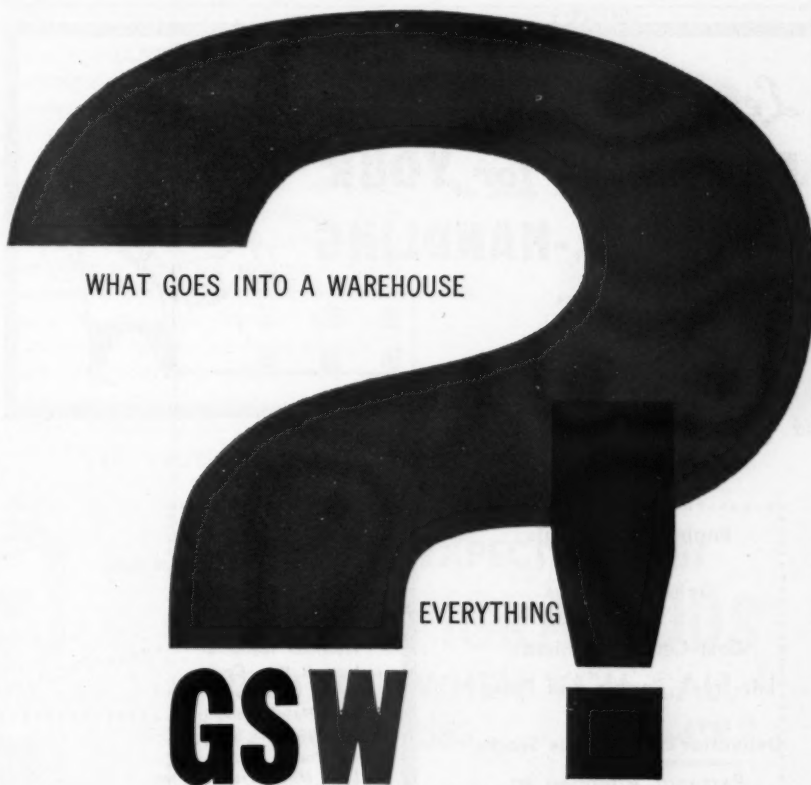
DALLAS INSTALLED BY



WEATHERBY AIR CONDITIONING CO.

TA 7-5436

LA 8-1735



Sugar and spices, leather and aluminum, cake mixes and window frames ... they all go *into* a warehouse and are distributed *from* a warehouse.

Something else goes into a warehouse as well: Size, experience, service, and facilities. In the case of GSW, two old-line Dallas firms and a lusty youngster from Arlington have merged to form the Southwest's largest warehousing-distribution complex... receiving, storing and distributing goods for manufacturers from all over the nation.

Maintaining several Dallas warehouses as well as complete Arlington facilities, Dallas Transfer & Terminal Warehouse Company, Interstate-Trinity Warehouse Company, and Great Southwest Distribution Center are now: **Great Southwest Warehouses, Inc.**

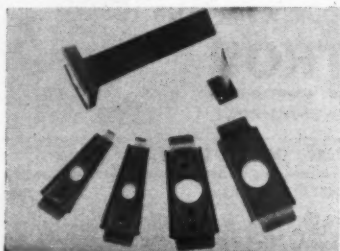
GREAT SOUTHWEST WAREHOUSES, INC.

A lot goes into GSW.

Dallas Transfer & Terminal Warehouse Company Division
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Interstate-Trinity Warehouse Company Division
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Arlington Warehouse
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Lift Trucks, Inc.
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Thomas Truck & Caster Co.



Allied Material Handling Systems, Inc.

6903 FOREST PARK ROAD

Fleetwood 7-9425

Supermarkets for Industry

(Continued from page 33)

organization specializing in metal stamping and punch press work. This firm builds dies and contract stampings to specifications. They also make special angles, channels and shapes, and do custom shearing to specification. Located at 5501 S. Lamar, the Custom plant occupies 25,000 square feet and their site, with trackage includes 3½ acres.

Polley Brothers & Verson are contract manufacturers of tools and dies, jigs and fixtures, and metal stampings. Their diversified machine works include such items as tire repair equipment, rubber molds for car-floor mats, and aluminum castings. This firm has engaged in prime and sub-contract work for government projects. Started in 1944 with 2 employees, Polley Brothers & Verson regularly employs about 30 people, and occasionally this figure is tripled when the firm is working on special contracts.

Hatco Engineering Inc. is another specialized organization offering manufacturing and sales service on air-compression systems for industrial, oil field, chemical and governmental projects. This expanding business is two years old. In addition to providing standard model compressors, the firm engineers, designs and builds special systems to specifications. Hatco is now shipping from coast to coast and from the Canadian border to the Gulf of Mexico.

Steel and metal warehousing is another fast growing facet of Dallas' industrial supply industry. Most of the major steel and aluminum suppliers maintain large facilities in Dallas. Typical of these major installations is the plant of McCormick Steel Company located at 11815 Denton Drive. The McCormick metals service center covers 80,000 square feet and has 25 employees. McCormick stocks hot and cold rolled carbon steel and carbon alloy steels. The firm has a complete line of structurals, beams, channels and reinforcing steel as well as a complete line of hot rolled and quality plates, expanded metal and gratings and a complete line of aluminum and stainless steels.

Serving Metropolitan Dallas and North and East Texas, McCormick's Dallas plant has special saw cuttings facilities and roller leveling equipment. It shears sheets to length and also has special flame cutting service.

Earle M. Jorgensen Co., one of the nation's leading steel and metal distributors, has been in Dallas since 1956. In May, 1960, Jorgensen became the first metals distributor to be accepted for listing on the

New York Stock Exchange. In addition to 13 steel and aluminum service centers in various parts of the nation, Jorgensen operates a forge division, a blade division and a sheet and strip division.

Included in its diversified inventories are carbon, alloy, stainless, tool and specialty steels in many forms: bars, sheets, plates, structurals, strip, tubing, billets. Since 1950, when Jorgensen became a distributor for Kaiser Aluminum, the company has carried an equally broad range of aluminum products. In addition to in-person calls made by the Jorgensen sales and service staff—including personal assistance from a staff of metallurgical engineers—customers hear from the company through frequent mailings of informative literature.

Moncrief-Lenoir Manufacturing Co. is another major jobber and distributor of metal products organization serving Dallas since 1923. This firm specializes in wire products and sheet metals and one of their principal products is custom-length galvanized Hi-Cor. Moncrief-Lenoir serves the industrial and building trades and in addition to such items as wire, nails, barbed wire and other products, also stocks copper, stainless steel, carbon steel, aluminum and a varied line of other metal products.

Southland Supply Company is another major Dallas distributor with a wide variety of lines in plumbing, heating, air-conditioning and other construction products that maintains an extensive industrial supply division. Southland's primary industrial supplies include steel pipe, seamless, lapweld and buttweld, well fittings, forged steel screw fittings, flanges and valves, P.B.C. acid-resisting pipe fittings and valves; machine bolts and nuts, gaskets and other products.

Bosco Bolt, Nut Screw Company are manufacturers and distributors of industrial fasteners. Their new Dallas headquarters at 1900 South Central Expressway with 28,283 square feet of building space and 17,500 square feet of parking represents pyramiding small items into big business. Bosco's warehouse contains an average stock of approximately 500 tons of industrial fasteners of every size and description. The total count of pieces would run into the high millions. Each year about 1,500 tons of fasteners will pass through Bosco's warehouse to plants throughout Texas, Oklahoma, Arkansas, Louisiana and New Mexico. The new warehouse facilities are large enough to store 2,000 tons of fasteners at one time.

Bearing Chain & Supply Company is another specialized Dallas industrial dis-

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Coffee
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Fragmire, you couldn't be more right . . . we're not afraid to inscribe our name on *anything* we print. After all, this concern had its beginning back in 1899, so it's good thinking on your part, Fragmaire, to conclude that a firm on the local scene that long has no need to resort to pseudographous printing. Now, Fragmaire, just let folks know we do a *real good* job, in both offset and letterpress, on day-to-day business forms, one- or multiple-color advertising literature, house organs, magazines and many other kinds of printing.

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Ship it sure...

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MISSOURI • KANSAS • ARKANSAS • OKLAHOMA • TEXAS
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Supermarkets for Industry

(Continued from page 87)

tributor which has recently expanded into larger quarters. This firm is a distributor for many leading products in the bearing and power transmission field. Large stocks are carried in their Dallas warehouse to service customers in manufacturing plants, machine shops, equipment dealers, aircraft plants, contractors, city, county and state maintenance shops, foundries, refineries, lumber mills and others. Bearing Chain & Supply Company began operations in Dallas in 1946.

Texas Rubber Supply, Inc. is another fast-growing industrial supply organization that has expanded into new locations three times during the past seven years. Plans are now in process to add another 7,000 square feet to their present 10,000 square foot warehouse at 2436 Irving Boulevard. The company also carries a diversified line of products other than rubber including couplings, brass fittings and tubes, V-Belts, sheaves and sprockets. The firm has 24 employees and six outside salesmen serving the industrial, building and institutional trades.

The diversity of their lines is illustrated by their furnishing metal hose for the new Sherwin-Williams Plant at Garland,

and rubber bearings pads on the R. L. Thornton and Stemmons Freeway.

Welder's Supply Company is the largest independent distributor of welding equipment, supplies and gases in the Dallas Area. This firm maintains large inventories of thousands of items from welder's gloves, torches, machines, electrodes to a large welding school. This firm has been serving the Dallas area since 1947, and expanding through improved specialized service.

Stanco Company, another fast-growing industrial supply house, is located at 2631 Irving Boulevard. Stanco lines include general industrial supplies, mechanical rubber goods, power transmission equipment, light manufacturing tools, electrical apparatus, piping, heating and ventilating and other lines for maintenance and production in manufacturing and processing plants.

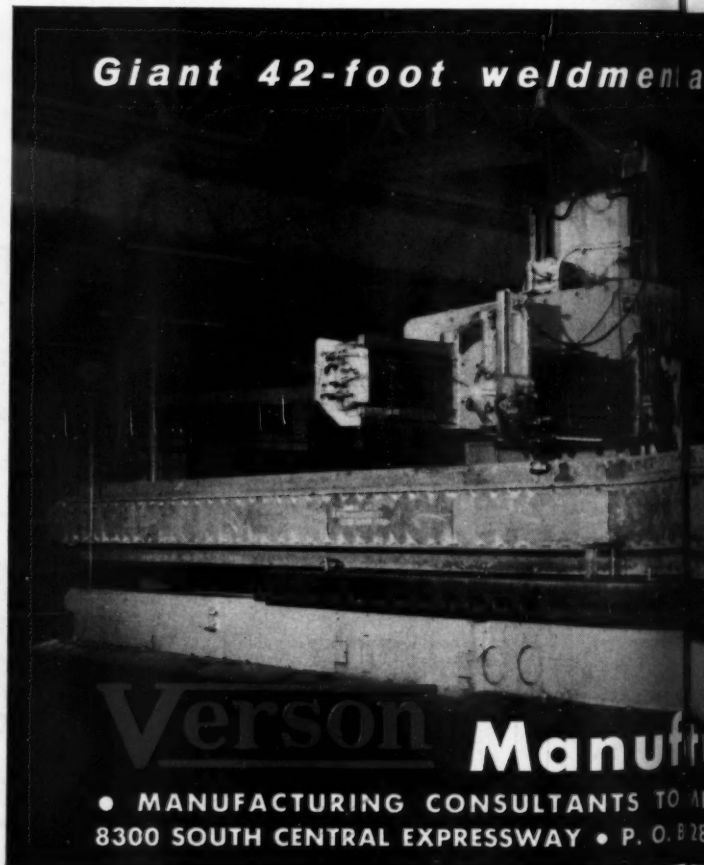
Dallas is also a key point in the Southwest for the distribution of machine tools. Such firms include Machinery Sales & Supply Co., Nicholas & Parks Machinery Co., Huster Machine Tool Co. Hamilton Machine, Machine Tool Associates and others.

Machine Tool Associates was formed five years ago and is a distributor for lead-

**READY
TO WORK
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The J. B. Beaird Co., Inc., Shreveport, a subsidiary of American Machine & Foundry Company, had this 42-foot-long, 25,000 pound weldment machined on the open side planer in Verson's Dallas plant. Weldments up to 72 feet long, 84 inches wide and 84 inches high are machined just as easily. This planer is — at your service!

Giant 42-foot weldment



Verson Manuf

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8300 SOUTH CENTRAL EXPRESSWAY • P. O. B 28

ing machine tool lines. This firm serves leading metalworking and fabricating firms in the Dallas area.

Industrial Towel & Uniform Renting Co. is another specialized Dallas organization. This firm has recently introduced a new "Super Care" program to keep uniformity and freshness in industrial uniforms. This firm specializes in uniform and towel service and specializes in keeping up industrial appearance and morale through their service. They also furnish dress slacks and dress shirts for office staff, salesmen and clerks. Founded in Dallas in 1906, Industrial Towel & Uniform Company has a staff and employee payroll of 265 people including sales-service representatives. One of the major items of the firm is their orange "KEX" wiping towel.

With these firms and many others representing national branches and independent distributors, Dallas is literally the industrial supermarket of the Southwest. With old pioneer firms such as Briggs-Weaver Machinery Co., The Murray Company and a growing list of newer organizations, Dallas is expanding to serve the growing industrial area of the Dallas Southwest.

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OUR 52nd YEAR
1960

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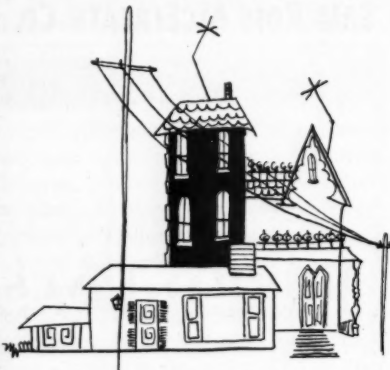
ufacturing Co.

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You, too, can expand your plant without capital investment by using our big machines. If your space is limited or if the capacity of your tools is inadequate for the job on hand, save your capital. Use Verson's already-installed facilities.

BOOKS FOR BUSINESSMEN



Senator Robert S. Kerr of Oklahoma attacks one of the nation's gravest problems — conservation — in *Land, Wood and Water*. Geared to strike at public indifference, it points out the dangers of industrial river pollution, inadequate sewage disposal, and poor land use. Senator Kerr reinforces his arguments with historical and current examples of fire, drought, and flood. He discusses encroaching problems of feeding an exploding population from eroded lands, of meeting expanding housing needs from vanishing timber, of sustaining life on a diminishing water supply. Introduction by Senator Lyndon B. Johnson. Recommended.



Of the many issues involved during an election year, none is more important to the farmer than price-support in agriculture. In *Freedom to Farm* Secretary of Agriculture Ezra Taft Benson provides a history of American effort to bolster farm prices, and sets forth his own solutions to the farm problem. Basing his views on the thesis that the government should get out of agriculture, Benson explains why he thinks this is necessary. An important if controversial statement. Deserves attention.

Who's Who in Soviet Science and Technology is the first biographical directory



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THE GUNTER at San Antonio

IN NEW MEXICO

WESTERN SKIES HOTEL at Albuquerque

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Chairman of the Board
Cecil Mills, President
Mercantile Securities Building, Dallas

of living Soviet men and women to be published in English. Compiled by Ina Telberg and based on the *Great Soviet Encyclopedia* published in in 1958. Useful reference.

Off the press of American Management Association is a book which will have wide appeal. Edited by Harwood F. Merrill, *Classics in Management* is a collection of writings hitherto largely inaccessible. Although written 20, 50, or 100 years ago, selections have been made on a basis of vitality, historic significance, interest and frequency of reference. Don't pass this one by.

The National Industrial Conference Board has come up with *Forms and Records in Personnel Administration*. Facsimiles of company forms are reproduced in 384 pages covering everything from Progress reports to military leaves. Practical aid.

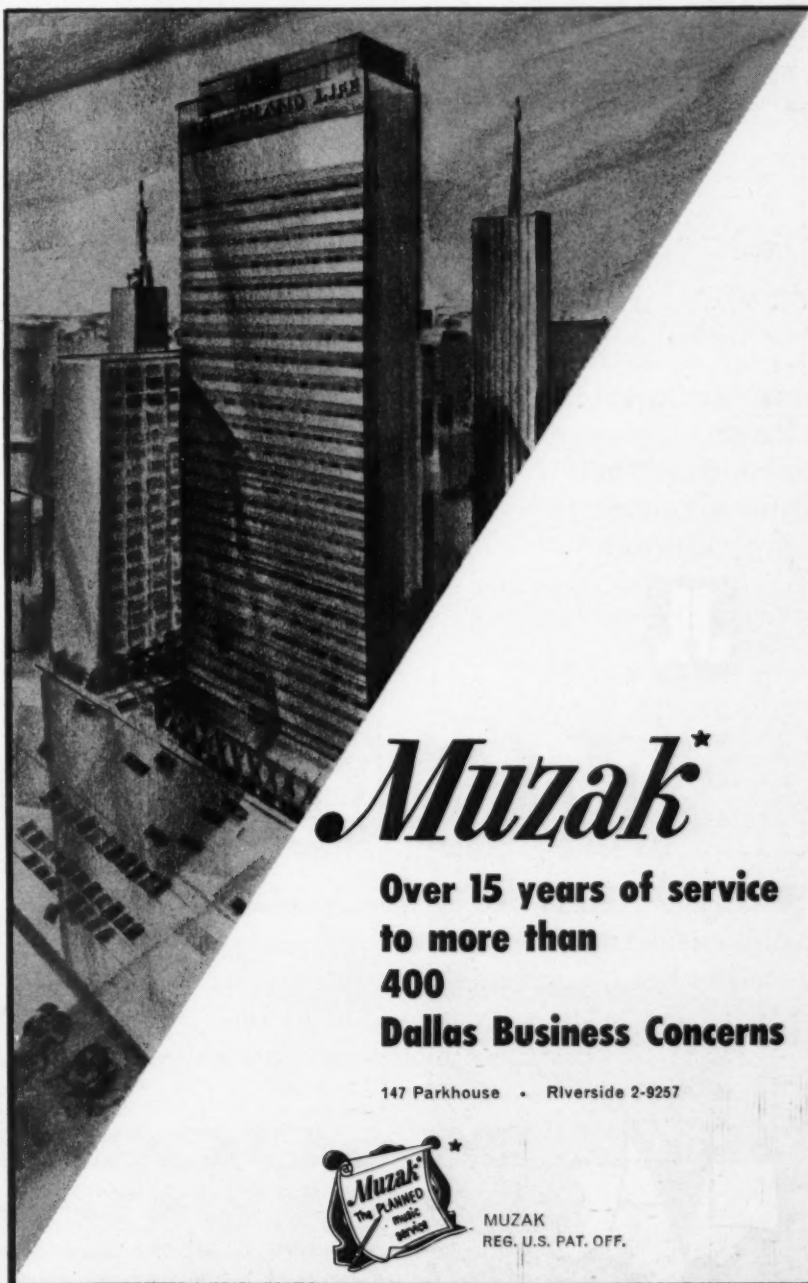
Although his name is synonymous with a classic method of market analysis, Charles H. Dow's life and contributions to investment theory are little known. This oversight is corrected in *Charles H. Dow and the Dow Theory* by George W. Bishop, Jr. Retraces his early life in Connecticut to the founding of Dow Jones & Company and the editorship of *The Wall Street Journal*. Many quotations.

The question of business responsibility in community, politics, and world affairs is undertaken in *Business Responsibility in Action*. Dan H. Fenn, Jr. edits a collection whose contributors include Adlai E. Stevenson, David Shepard, Thomas H. Carroll. Designed for management, it depicts initiation of new concepts by leading companies and the results achieved.

John Belknap, a Canadian art director and copy writer of long standing, offers his personal reflections on *Management and Creative Advertising*. Briefest possible advice on building the corporate image, costs, the advertiser's responsibility. An hour's pleasant reading.

**First Assistant
Science & Industry Department**

DALLAS • OCTOBER, 1960





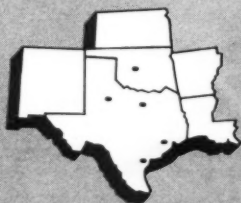
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McCormick brings you America's newest and most modern production facilities for quality stainless steel right to your front door . . . saving you time, money and delivery headaches . . . assuring an uninterrupted supply of stainless steel plates, sheet, strip, bar, wire and billet for your production line. Contact your McCormick dealer today to discuss your stainless steel requirements.



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Steel and Aluminum Service Centers

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NEW AND EXPANDING BUSINESS



Texas Industries Opens Cement Plant

Production of portland cement began late in September in the new Midlothian cement plant of Texas Industries, Inc. It constitutes the first new company to enter the cement business in North Central Texas in 25 years. Capacity is 1,400,000 barrels a year.

► Texas Industries Incorporated's Cement Division plant at Midlothian has begun production. Capacity of the plant is 1,400,000 barrels a year. Texas Industries' operations in north central Texas will use sixty per cent of production; the company plans to sell the remainder to other customers.

★

► Neal Bishop Advertising has opened for business at 714 Interurban Building. Mr. Bishop formerly was associated with Crook Advertising Agency. His new firm will handle all phases of advertising, creative writing and promotion, and specialize in house organs and trade journals.

★

► Crusader Finance Company has been formed as a wholly-owned subsidiary of Vought Industries, Inc. Established primarily to serve dealers in both wholesale and retail financing of mobile homes, the new company's offices are located at 7900 Carpenter Freeway in Dallas' Empire Central.

► Mercantile Row, the first installation of the Westmoreland Industrial District, has been completed. The development is between Irving Boulevard and Halifax Street, approximately 1500 feet west of Westmoreland Street. All utilities are available, including twelve inch, high pressure water mains. The deed restrictions limit construction to masonry, and the development is served by Rock Island Rail without any restrictive requirements.

★

► The Red Carpet, a restaurant specializing in char-broiled cornfed beefsteaks, has opened at 4208 Live Oak. Chris Tom Semos has personally designed and re-decorated one of Dallas' older residences in charcoal and white, featuring a brilliant "beeksteak red" carpet as the theme and name of the new dining place. Nick Nicholas, formerly with the Holiday Inn, the Torch, and the Blackhawk Restaurant in Chicago, is chef of The Red Carpet. Parking in the rear will accommodate 75 cars.

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Dockboards — Aluminum
Steel and Magnesium
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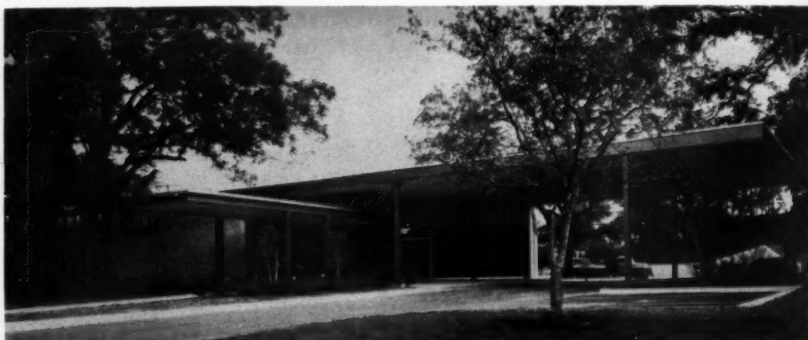
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1921.

New and Expanding Business



Great Southwest Warehouses Plan New Building

The Household Goods Division of Great Southwest Warehouses, Inc., will occupy this new building at 5929 East Northwest Highway on January 1. Designed by Donald H. Speck, the structure will contain 50,000 sq. ft. of floor area with 22 1/2 feet of clear ceiling height. Watson & Watson negotiated a 20-year lease with the Caruth interests on the 108,000 sq. ft. property. McFadden & Miller is general contractor.



Mutual of New York Occupies New Offices

Mutual of New York has just occupied this new office building at the corner of Fairmount and Turtle Creek, headquarters for MONY's entire Southwestern region of nine states. Designed by Harwood K. Smith, the quarters include 10,000 sq. ft. of office space; 30,000 sq. ft. of grounds. James O. Smith & Associates were contractors.



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HEATING EQUIPMENT
AIR-CONDITIONING**

Industrial Suppliers for More Than 33 Years

DALLAS
GARLAND
OAK CLIFF
TYLER



New El Fenix Opens at Lemmon and Inwood

A new El Fenix Restaurant, decorated as a Mexican hacienda and garden, has opened at Lemmon and Inwood. Noted for authentic Mexican cuisine, the new El Fenix is the fifth in Dallas. The entire restaurant was designed by Reuben David Martinez.

► Hertz Rent A Car has established a specialized domestic and international reservation office in Dallas. The Dallas office, the thirteenth of its type in key United States cities, is located in the Mercantile Securities Building.

► Amateur Electronics, Inc., has opened for business in a modern air-conditioned store at 2802 Ross Avenue. The firm caters exclusively to the radio amateur, and sales will be by mail order and personal contact.



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INTRODUCTORY
SAMPLE OFFER

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\$4.35

Eilenberger Fruit Cakes are available in 2-, 3- and 5-pound sizes. Ask about our generous quantity discounts.

Write today for the taste surprise of the season!

AMERICAN HOME BAKERY

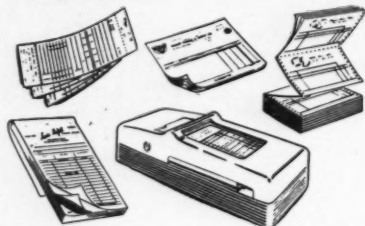
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George I. Dorman, Jr. (Vice-Pres.)

New and Expanding Business



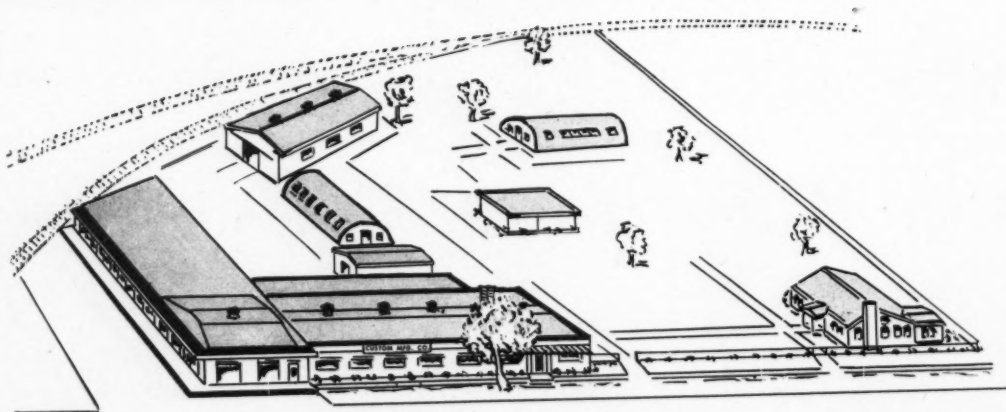
Parke, Davis Occupies New Distribution Center

Parke, Davis & Company has moved its Dallas operations to this recently-completed distribution depot at 7777 Carpenter Freeway, Brook Hollow Industrial District. The new facility, built by McFadden & Miller Company, has 25,000 square feet of warehouse area and 5,000 square feet of administrative area. The Dallas depot will serve as a distribution point for north Texas, south Oklahoma and east New Mexico.

► Portfolio, an art studio, has opened at Suite 816, Rio Grande National Building. The firm is an association of six artists: Carroll Collier, Marvin Krieger, Ferg Harvey, Hal Lindgren, Bob Knight, and Dick Danne. Their background is a total of 76 years' experience, almost half this time in art direction.

► American Premium Systems, Inc., a new sales promotion and market research firm, has been organized. Officers of the new firm include Jack C. Vaughn, chairman of the board; Lamar Hunt, president; John M. Hamilton, general counsel; and F. C. Gaines, Jr., general manager.

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METAL STAMPING

PUNCH PRESS WORK

WE BUILD DIES AND CONTRACT STAMPINGS TO YOUR SPECIFICATIONS
SPECIAL ANGLES, CHANNELS, AND SHAPES
CUSTOM SHEARING TO SPECIFICATION

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DALLAS 15, TEXAS

TEL. HAmilton 8-5173



P & H Industries Moves to New Quarters

P & H Industries, manufacturers of an automatic press for the dry cleaning industry, has relocated its entire operation to this modern facility at 2746 Seelco. P & H, was formerly located in Carrollton. P & H was first to introduce an automatic trouser topper.

► Gambit, Inc., a completely integrated advertising and public relations firm, has been incorporated in Dallas by A. R. (Pat) Henry, Jr., and A. Dupree Davis. The new firm has its headquarters at 512 Interurban Building.

★

► Merger of the two Dallas general agencies of T. A. Manning & Sons and

Barney Vanston & Company, into General Agency Corporation has been announced. The company has head offices at 1505 Elm Street. In addition to representing eight nationally known multiple line companies, the new corporation will be managing general agent for Southwestern Fire & Casualty, formerly handled by the Manning firm.

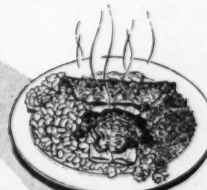


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... it is *Romantic*
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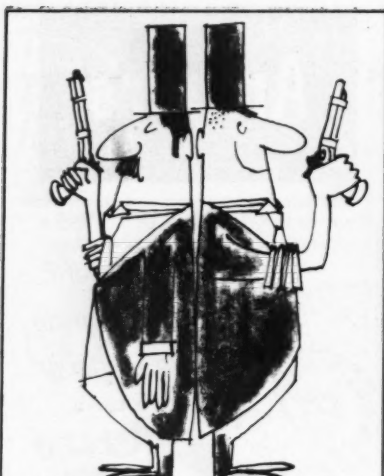
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New and Expanding Business



J. C. Penney Opens Oak Cliff Store

J. C. Penney has opened its ninth store in the Dallas area in the South Oak Cliff Shopping Center. The modern, split-level store with 44,000 sq. ft. is largest Penney's in Dallas. Entrances are on three sides, and parking is available for 3,300 cars.

► The Frito Company of Dallas has acquired 25 acres of land in the Great Southwest Industrial District in Tarrant County for the future location of a plant and distribution center. The tract, located in the city of Grand Prairie, is south of the Dallas-Fort Worth turnpike at the corner of Great Southwest Parkway and

Dal-Worth. Development of the preliminary architectural plans for the plant and distribution center have been started.

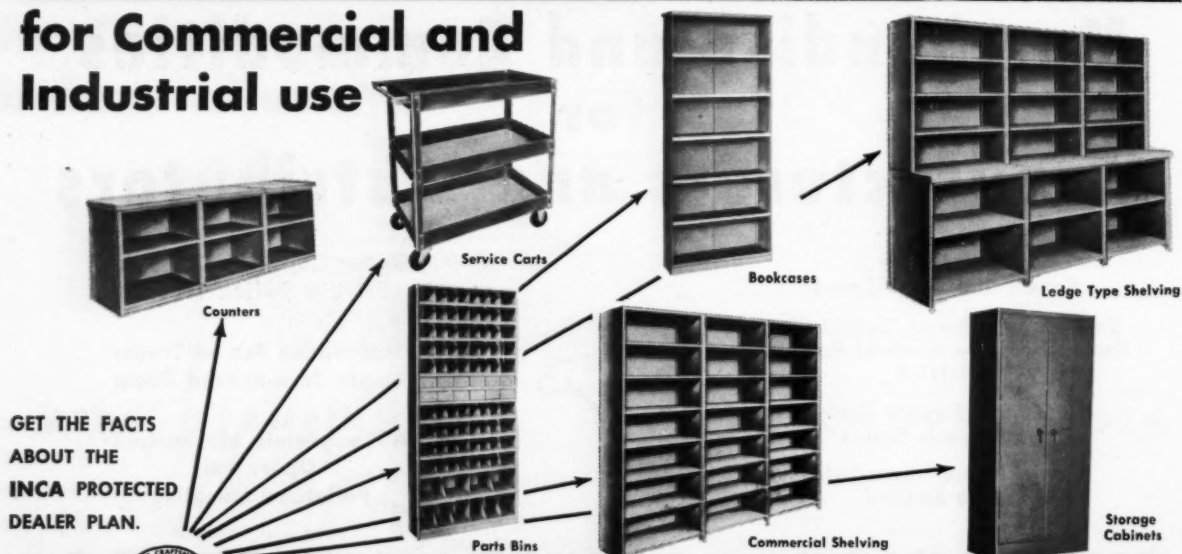
★

► R. T. Weakley & Company, General Insurance, has just occupied new quarters at 7900 Carpenter Freeway. The company moved to Empire Central from Irving.

Made to Solve every Storage Need!

STEEL SHELVING

for Commercial and Industrial use



GET THE FACTS
ABOUT THE
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DEALER PLAN.



Inca Metal Products Corporation

Write for FREE Catalogue

Dallas Phone CH 7-6141

Carrollton, Texas
(suburb of Dallas)

DALLAS • OCTOBER, 1960

New and Expanding Business—

▶ Vogue-Wright Studios, a division of the Electrographic Corporation, have made their facilities available to the Dallas and southwest area through Wm. Langley, Inc. The Dallas firm will retain its full identity, but with greatly augmented staff and facilities.

★

▶ Motion Pictures, Inc., a Dallas-based film producer, has purchased the building and physical facilities of Coffman Film Company, Dallas. Formerly located at 715 Exchange Bank Building, all of Motion Pictures' departments now will be centrally housed under one roof at 4519 Maple Avenue.

JANITOR SERVICE

WINDOW CLEANING

RESIDENCE

ACME BUILDING MAINTENANCE CO.

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Maurice I. Carlson, President, CLU

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DALLAS, TEXAS

"TIME COSTS MONEY

in our business,"

says

Gene Goree,

vice president of

Airco

Supply

Company



Gene Goree, left, and Airco pilot-salesman, Frank Whitsel, right, take delivery on the firm's third Beechcraft Bonanza from Jack Cern, of J. R. Gray Co. Mr. Goree said, "We cover two-thirds of the country; everything from Denver east and, with Grand Prairie as our headquarters and Grand Prairie Airport from which to fly, we can be anywhere in our territory in a very short time. Too, the airport is within minutes of both Dallas and Fort Worth, as well as the Great Southwest Industrial District. Considering the wide area we cover, time costs money . . . and we will continue to save money with this new Bonanza."



The 4-place, 200-mph-cruise Bonanza; fastest all-metal single engine business airplane.

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1700 COMMERCE AT ERVAY • R11-4191 • DALLAS



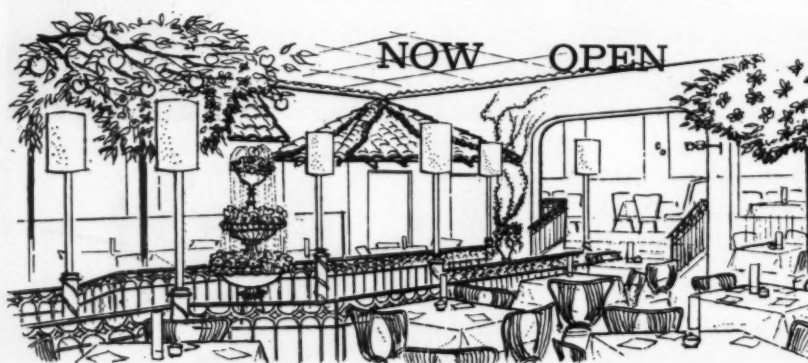
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The Most Elegant Mexican Restaurant in the Southwest

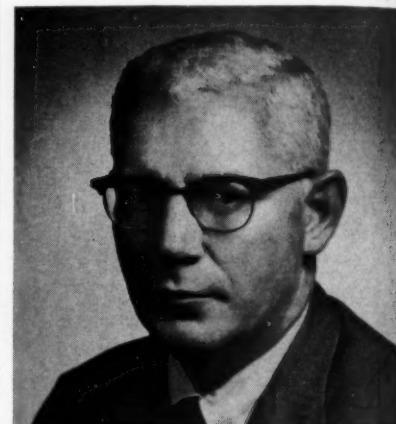
The food... the ultimate in authentic...
extraordinary Mexican cuisine!

The atmosphere... capturing the allure
and enchantment of Old Mexico
complete with
strolling musicians!

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Open Evenings From 5 P.M. to 2 A.M.

Your Hosts Since 1918
The Martinez Family

APPOINTMENTS and PROMOTIONS



JOSEPH R. HARRAHILL has been named vice-president and general manager of Hermetic Seal Transformer Company, one of the Dresser Industries. Mr. Harrahill comes to the firm from Dresser Manufacturing Division, Bradford, Pennsylvania, where for the past five years he has been vice-president in charge of manufacturing and product development. In other executive changes, **WALTER W. KUNDE, JR.**, was appointed chief engineer of Hermetic Seal's Texas Components Division. Mr. Kunde formerly was director of engineering for Communication Accessories Company at Lee's Summit, Missouri.

★
WILLIAM L. REYNOLDS has been appointed marketing manager for the expanded automobile and truck facility of Universal Leaseway System, Inc., at 6115 Denton Drive. The newly-organized marketing division handles volume wholesale and retail sales of used automobiles and trucks.

★
CHARLES N. BREWER, correspondent banking department, has been elected an assistant cashier of First National Bank in Dallas. Others named assistant cashiers are **EUGENE W. LASTOR, JR.**, operations division; **H. M. MEREDITH**, senior analyst in the credit department; and **DONALD E. REILLY**, automobile dealer credit analyst in the installment finance department.

★
JACK D. SIDES has been appointed branch manager of National Empire Life Insurance Company. Mr. Sides, who has been active in the insurance field for over thirty years, will open a branch office in the Vaughn Building, which also serves as home office for the company.

Appointments and Promotions—

WILLIAM V. BERGSTROM, active in the residential mortgage loan and construction fields here since 1952, has been named mortgage officer for Southern Trust and Mortgage Company. Mr. Bergstrom was Dallas branch manager for American General Investment Corporation when he left the firm two years ago to enter the residential construction field in Dallas.

★

THOMAS A. RAYMOND has been appointed sales manager for the UNIVAC division, Sperry Rand Corporation in Dallas. In his new post, he heads a 75-man sales force covering Texas from Dallas to New Mexico.

★

MARK W. BULLOCK has been promoted to vice-president in charge of engineering of Continental Electronics Manufacturing Company, a subsidiary of Ling-Temco Electronics, Inc. Mr. Bullock joined Continental in June, 1951, as a senior engineer and soon was promoted to engineering manager. When Continental's Production Division was established early in 1958, he became manager.

★

ROBERT MCGUIRK, formerly an account executive, has been advanced to vice-president of Sanders Advertising Agency. In his new post, Mr. McGuirk will be responsible for correlating research, marketing and creative activities.

★

C. R. BULLOCK has been appointed manager of the southwestern district of General Electric's field sales operation. In this position, Mr. Bullock is responsible for the sale of flight propulsion division products in a thirteen-state area. From 1950 to the present, he was supervising inspector for the Dallas Air Carrier Office of the Federal Aviation Agency. During this same period, he was a member of the Air Reserve and Brigadier General in command of the 136th Air Defense Wing of the Texas Air National Guard.



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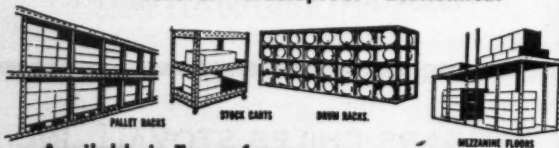
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**"Takes the
place of the 2 x 4
or the old-style angle iron."**

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Appointments and Promotions—



GENE MORGAN has been named sales manager of Associated Federal Hotels. Mr. Morgan was formerly sales director of Hotel Del Coronado, Coronado, California. He is a member of Hotel Greeters of America, Hotel Sales Managers of Southern California, the Elks, Eagles and American Legion. He was also a director of the Coronado Chamber of Commerce for two years.

★

HOWARD COMPTON has been advanced from client representative to vice-president of Ayers Compton Associates, Inc., public relations and advertising firm. Mr. Compton has been client representative since he was graduated from Texas University in 1959.

★

FRED M. WILBUR has been named manager of advertising and market development for the Oil Well Supply Division of United States Steel. **JOHN D. WINKWORTH** has been advanced to advertising assistant of the division. A Southern Methodist University graduate in business administration, Mr. Wilbur joined Oil Well in 1948, and has served the firm in various capacities. Since March, 1955 he has been assistant to director of employee relations.

Roberts

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COMPLETE
LITHO TRADE PLANT**

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the Southwest*

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Appointments and Promotions—

AL CUDLIPP, JR., has been named vice-president and director of public relations for Red Ball Motor Freight, Inc. Mr. Cudlipp is a graduate of the University of Texas, and was formerly a public relations counsel in Lufkin, Texas.

★

ROY R. MITCHELL has been elected president of Northwest National Bank of Dallas, 201 Walnut Hill Village. Mr. Mitchell started his banking career with the Carrollton State Bank in 1946. He joined the Hillcrest State Bank of Dallas in 1953. After serving Hillcrest in several capacities, he resigned his position as a vice-president in 1960 to become executive vice-president of the Northwest National Bank.

★

WARD LAMBERT has been named to the newly-created post of Dallas manager of systems and applied science of International Business Machines Corporation's Data Processing Division. In other promotions, **HAROLD PLOCH**, a management engineering graduate from Texas A & M, has been advanced from sales representative in Houston to manager of the Dallas Education Center, and **GORDON STUART**, has been appointed assistant manager for IBM typewriter sales in Dallas.

★

J. ED McHALE has been promoted to manager of the crude oil purchases and sales division of Mobil Oil Company, and **C. FRED CARL** has moved up to supervisor of the division's field operations. Mobil Oil also has appointed **J. R. RIGGS** as methods research project manager at Dallas. Mr. Riggs formerly was manager of procedures for Kerr-McGee Oil Industries, Inc., at Oklahoma City.

★

ELMO L. BELL has been named full-line sales manager for the Dallas district of Westinghouse Appliance Sales. **ED POL-LARD** is new sales promotion manager.

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Riverside 8-8149

No payroll bother — we bill you weekly. All "Kelly Girls" are tested, experienced, bonded and guaranteed. Call us and describe the job you want done.



**Kelly Girl
Service**

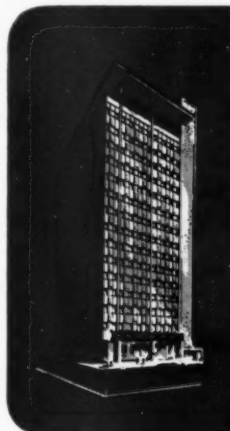
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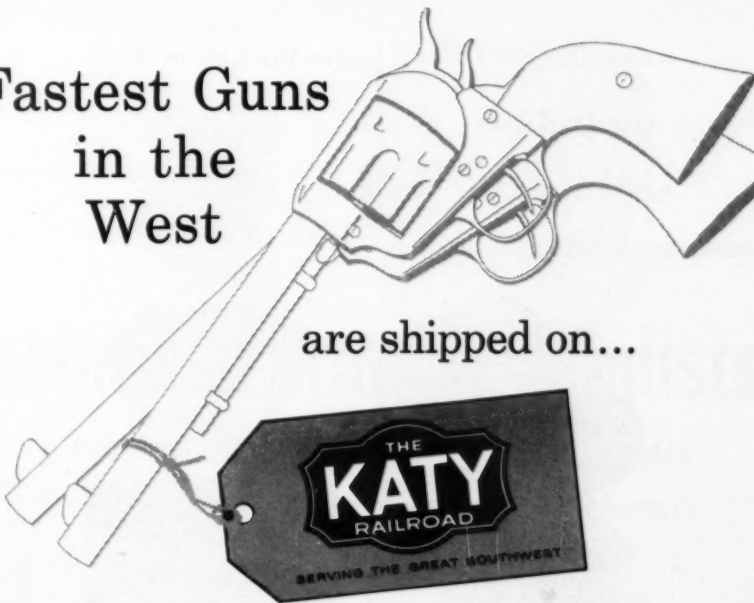


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in the
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Make sure your goods arrive in time for the "showdown." Ship 'em Katy! Only 16 hours from Kansas City to Dallas. Less than 30 hours from Kansas City to Houston. Carload, "Piggy Back" and speeded-up L.C.L. delivery by rail and truck.

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Southwest's largest manufacturer of commercial steel storage shelving, parts bins, work benches — and Frontier Slotted Angle — for office, plant, shop, store and institution. Call for quotations or help with shelving plans.

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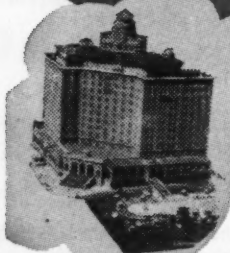
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Economical rates

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Weekend package



Appointments and Promotions—



RUSSELL S. MOXLEY has been named president of Vanette Hosiery Mills. Mr. Moxley came to Dallas from Clinton, Tennessee, where he was treasurer of Magnet Mills, Inc. He was associated with the Atlanta, Georgia, offices of Ernst & Ernst for many years after graduating from the University of Tennessee.

★

A. D. THOMPSON has been named manager of the fidelity and surety bond department of Felix Harris & Company. **JAMES L. CURL** has been promoted to manager of the survey and engineering department. Mr. Thompson was, for two years, assistant director of the fidelity and surety department of the state board of insurance commissioners in Austin; for seven years, he was manager of the fidelity and surety department for Floyd West and Company; and for the past two years has been vice president of Lawyers Surety Corporation of Dallas. Mr. Curl, a graduate of Baylor University, joined Felix Harris in August after 12 years as a partner in a Temple insurance agency.

★

DAN MCGRAW has been named Production manager of KRLD Radio. Mr. McGraw has had 13 years experience in radio and television. Before joining KRLD, he was with WRR in Dallas. He has been program director of KGBT in Harlingen and general manager of KVAS Radio in Astoria, Oregon.

★

SHANNON FRANCIS has been named vice-president in charge of Market Hall. Mr. Francis, who has served as director of the Southwestern Toy and Hobby Show and the September Gift and Jewelry Show, will direct all Market Center shows and will be in charge of leasing Market Hall for conventions, banquets, and industry exhibits for the wholesale and retail trade.

APPOINTMENTS AND PROMOTIONS

Name	Company	Position
Eugene Bond	First Citizens Bank	Assistant Vice-President
Aubry C. Boozer	Texas Rubber Supply	Sales Representative
J. Boyd Browning	Members Mutual Insurance	Assistant Managing Director, Vice-President
Dale L. Bunday	Communications Engineering Co	Sales Engineer
Larry Cole	Bevel Associates	Account Executive
Eugene S. Coleman Jr.	Southland Life	Advertising Assistant
Delmer C. Davis	Bendix Corp.	Sales Engineer
Bruce George	Padgett Printing	Sales Representative
Ken George	Don L. Baxter, Inc.	Account Executive
Jerry F. Gleason Jr.	Socony Mobil Oil	Regional College Recruiter
C. H. Jankowski *	Bell Helicopter	Chief Accountant
Robert T. Jones	Don L. Baxter	Account Executive
Thomas E. Jones	Texas Bank & Trust	Assistant Cashier
Warren Kininmonth	Bevel Associates	Assistant Account Executive
G. A. Minshew	Irby-Mayes Man's Shops	Advertising, Sales Promotion Manager
Ben McCleskey	Dowdell-Merrill	Account Executive
Ben Neely	Tracy-Locke	Assistant Director, Research
Glen Pelham	Bell Helicopter	Manager, Technical Publications
M. E. Tanner	Cottingham Bearings & Service	Assistant to General Manager
Malcolm Thomas	Varel Manufacturing	Production Manager
Robert D. Van Dermark	Erwin Wasey, Ruthrauff & Ryan	Art Director
Richard A. Wallis	Praetorian Mutual Life	Manager, Premium Accounting
Richard W. White	Eldred J. Robinson Advertising	Account Executive
James W. Wyatt	Praetorian Mutual Life	Manager, IBM Tabulating Department

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IN DALLAS



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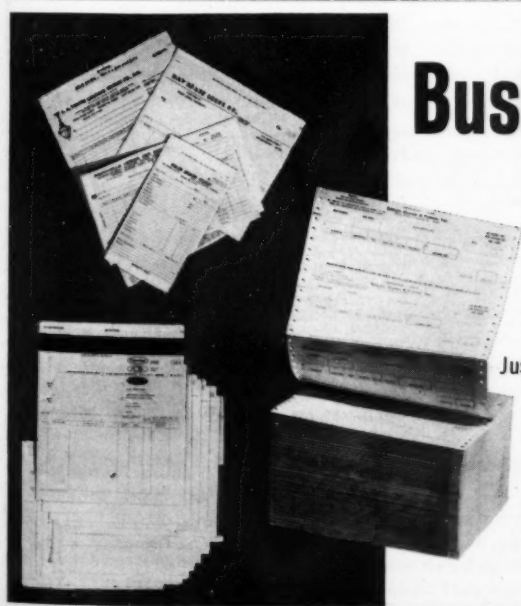
4 OFFICES

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DALLAS 25, TEXAS



Business Forms Specialists

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BUSINESS FORMS

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DALLAS 7, TEXAS

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Dallas *Pioneers*



Established

1852 Caruth

Real Estate Investments

1869 Padgett Bros.
Company

Leather Goods —
Wholesale and Retail

1872 Huey & Philp
Company

Wholesale Hardware, Hotel and
Restaurant Supplies & Equipment

1874 Bolanz &
W. C. (Dub) Miller

Real Estate and Insurance

1874 Binyon-O'Keefe
Warehouse Co.

"Moving, Household Goods, and
Commercial Warehousing"

1876 Trezevant &
Cochran

Insurance Managers

1885 Mosher Steel
Company

Structural Reinforcing
Steel and Machinery Repairs

1889 Austin Brothers
Steel Co.

Steel for Structures of Every Kind

1892 The Egan
Company

Printing, Lithographing, and
Embossed Labels

1893 Oriental Laundry
and Cleaners

Finer Laundering, Cleaning,
and Fur Storage

1895 Rudolph's Mkt. &
Sausage Fac., Inc.

Quality Meats

1898 Etheridge
Printing Company

Printing, Lithographing, Engraving,
Office Supplies



THE "Dallas Portrait" of William Jennings Bryan, shown above from a 1907 Issue of NEW ENGLAND MAGAZINE featuring Texas, recalls political campaigns of other years. Old timers will remember that WJB never needed a microphone — and never had one. The article below the picture states: "Texas cities have been unable to get good pavements and sidewalks because under the Texas Homestead Law the cities could not levy on homestead property to cover the cost of public works." In that same era, in 1911, the Graham-Brown Shoe Company set up business in Dallas at the Southwest Corner of Elm and Market. Expanding across the street a few years later the firm finally located at the corner of Main and Austin. Their five-story, 50,000 square feet plant was a landmark there for many years. Following the expanding Dallas trend the firm moved to the Trinity Industrial District in the early fifties. Today, this pioneer firm of merchant wholesalers occupies a one-floor plant with 64,000 square feet of warehouse space, and 12,000 feet of office space on a one-floor level. Their plant is surrounded by 3 acres of parking space. Graham-Brown stocks more than a half-million pairs of men's, women's and children's shoes and serves the South, Southwest and Mountain States. Dr. Frank H. Kidd is currently Board Chairman and J. E. Tisdale, who joined the firm in 1925, is President. Next year Graham-Brown Shoe Company will celebrate its fiftieth anniversary.

Business Confidence Built on Years of Service

Old firms, like old friends, have proved their worth by dependable service through years of prosperity and adversity. The business pioneers listed on this page have played an important part in building Dallas. They have met the challenge of economic change through decades of sustained operations. They are counted as "old friends" by thousands of satisfied customers in the Dallas Southwest.

Established

1899 Seay & Hall

All Lines of Insurance

1900 The Murray Co.
of Texas, Inc.

Carver Cotton Gin Division 1807
Boston Gear Works Division 1880
Industrial Supply Division 1907

1901 First Texas Phar-
maceuticals, Inc.

In Dallas Since 1903

1902 Hunter-Hayes
Elevator Co.

Passenger, Freight and Home
Elevators

1903 Republic Insurance
Company

Writing Fire, Tornado, Allied Lines,
Inland Marine, and Automobile
Insurance

1904 Burton & Wilkin

"Insurance Experience that Serves"

1906 Hesse Envelope
Company

Manufacturers of Envelopes
and File Folders

1905 Rubenstein &
Sons, Inc.

Gulf Princess, Ready To Fry
Breaded Shrimp
Lady Rite Shelled Pecans

1910 Moser Co.
Realtors

Industrial and Commercial
Leases and Sales

1911 Graham-Brown
Shoe Company

Manufacturing
Wholesalers

1912 Stewart Office
Supply Company

Stationers — Office Outfitters

1914 Koch & Fowler
and Grafe, Inc.

Consulting Engineers



Your **SUPERMARKET** for Industrial Supplies...ESCO!

YOU DON'T HAVE TO SHOP WITH A GROCERY CART AT ESCO — WE do that for you — but our warehouse is truly a *supermarket of supplies* for all of your *INDUSTRIAL, ELECTRONIC, POWER TRANSMISSION, SAFETY, and GEOPHYSICAL* needs.

Your growth has kept Dallas first in industrial expansion in Texas, and Engineering Supply Company has grown with you through the *supermarket* philosophy of providing large stocks of all items that you require.

In addition, ESCO *anticipates* your growing and changing requirements. For example, in *instrumentation* and *automation* — tools of growing importance to forward-looking companies — ESCO took the lead in stocking supplies for these fields.

ENGINEERING SERVICE — ESCO's professional sales force continuously studies and trains to keep you abreast of

new products and ideas, to help solve your technical problems, and locate hard-to-find items.

PRODUCT DEPTH — ESCO stocks approximately 25,000 items selected from almost 500 brand-name companies. Stocks are perpetually monitored and altered to meet your changing requirements. Your needs determine what goes on our warehouse shelves.

FAST DELIVERY — ESCO's fleet of modern trucks assure prompt off-the-shelf delivery, right to your door!

CONVENIENT PHONE SERVICE — ESCO's professional telephone sales force is right at your fingertips to give you immediate assistance.

SAVE TIME...SAVE MONEY...WITH ONE ORDER, ONE INVOICE AT ESCO...YOUR SUPERMARKET FOR INDUSTRY!



ENGINEERING SUPPLY COMPANY

A CORPORATE DIVISION OF TEXAS INSTRUMENTS INCORPORATED

DALLAS: 6000 DENTON DRIVE, FL 7-6121 FORT WORTH: ED 2-9361 TULSA: 1124 EAST FOURTH ST., LU 3-8121

IT'S A PLEASURE, MR. CHAMBERS *

Yes, it's a pleasure—and a privilege, too—to give our enthusiastic support to The Dallas County Community Chest in its 1960-61 campaign to raise \$2,910,199 to help build a better Dallas for all . . . One gift to the 116 Service Centers of the Chest.

Successful Community Chest campaigns are one of the manifestations of the "Dallas Spirit," that intangible force which has pushed our hometown from a prairie village to a great city—a city with a heart and a purpose and a future.

All of us are proud to be a part of the team which you are leading on to victory in behalf of the less fortunate of our community who need our assistance in providing comfort, care and down-to-earth help in time of need. We salute you as one of a great phalanx of leaders who have been Community Chest campaign chairmen down through the last 15 years—men like Richard J. Baker, J. R. Johns, Charles S. Sharp, R. L. Thornton, Jr., Lester T. Potter, Frank Heller, Max Clampitt, C. A. Tatum, Jr., Dick Price, William S. Henson, Ben H. Wooten, B. F. McLain, John E. Mitchell, Jr. and W. G. Vollmer—and we give you our unqualified support.

Wholesale Beer Distributors of Dallas

Bob Lee, W. A. Fitzhugh, Gaston Hallam, S. H. Lynch, Ed Furlow, Edwin S. Curtis, M. A. Genaro, Bill Barrett, Dalton Wattner & Ted Clark



Edwin S. Curtis presents the pledge card of the Wholesale Beer Distributors of Dallas to James F. Chambers, Jr., *campaign chairman of the Dallas County Community Chest.



YOU NEVER LEAVE YOUR CAR!

Just drive in on Commerce and out on Main with no backing and no bottlenecks, as you use Mercantile Drive-in-Deposit service. All cars move in a forward motion enabling you to drive right up to the teller's window, make a deposit and be on your

way in a matter of minutes. Payrolls will be waiting for you if tellers are notified in advance. Save time and energy with this convenient service. Conserve manpower and bank with maximum speed and safety by utilizing

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